

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. ☒ D-5176 ORDER NO. 7812 DATE 11-26-1937

CUSTOMER W.B. READ & CO.,  
BLOOMINGTON, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP-LIVINGSTON HOUSE OF FLOWERS-INTERIOR  
BLOOMINGTON, ILLINOIS  
BOT-FLOWERS-FLOWER ARRANGEMENTS-GIFTS FOR ALL  
OCCASIONS.

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch — ☐ Layout — ☒ Retouched Photo — ☐ Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Photo ret  
1/6/38

Return photo

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 2

Art Work  
as quoted



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL NO. D-5177 ORDER NO. 7813 DATE 11-27-1937

CUSTOMER SMITH CO., INC.  
MIAMI, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

PHOTO PROPERTY OF C. T. & CO.

6 M P.C. SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP-HOTEL WARRINN-MIAMI BEACH, FLORIDA  
BOT-ADJOINING ATLANTIC OCEAN

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER OBJECTS TO BRIGHT RED AND BRIGHT GREEN. WANTS CARD LIGHT PINKISH COLORING. THREE  
TREES ONLY TO BE COLORED DARK GREEN. THE TREES YOU MAY COPY FROM D-4083.

Likes colors of D-2752

NO

YES

RETURN PHOTO

TO

PHOTO USED FOR

Del 2 1/2  
H.C. 1  
A 2 1/2

Art Works  
6.00 net

GM

2

23

3

ST.  
55



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. ☒ D-5178 ORDER NO. 7814 DATE 11-26-1937

CUSTOMER BILL TAYLOR HAT CO.  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M BUSINESS CARDS SIZE  $3\frac{1}{2} \times 2$

STYLE PHOTO VARICOLOR FULL FACD

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BILL TAYLOR HAT MFG. — CHESTER & ELEVENTH  
MAIN 2274 — ETC. AS PER COPY

FRONT NO. NO (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  $\left. \begin{matrix} \text{Neg.} \\ \text{Photo} \end{matrix} \right\} \begin{matrix} 120 \\ 133 \\ 150 \\ 175 \end{matrix}$   
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*make red impression*

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret. 3 1/2*  
*H.e 1/2*  
*La 1*

*#27*



IRWIN DAHLKE, WINONA NEWS CO., WINONA, MINN.

NO. D-5179

ORDER NO. 7874

DATE 11-29-1937

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) WINONA, MINN.

IMPRINT DISTRIBUTED BY WINONA NEWS CO.,  
WINONA, MINN.

Front:- Sugar Loaf

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H553

*Sketch formation of int. is  
to be changed from original photo as per corr. in pencil*

NO. D-5179

IRWIN DAHLKE, WINONA NEWS CO., WINONA, MINN.

ORDER NO. 7874

DATE 11-29-1937

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) MISSISSIPPI RIVER SEEN FROM

IMPRINT MADE IN C. T. ART COLORTONE (REG.  
U. S. PAT.OFF.) BY CURT TEICH & CO.?  
INC., CHICAGO, U. S. A.

CASTLE ROCK, WINONA, MINN.

WHITMAN DAM

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE PHOTO NO. 122790

6A-H549

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED L. T.	IF LIMITED
COMPOSING, TYPE SET UP			
SKETCH		5	
RETOUCHING	3 3/4	1-10	1-14-38
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	1/2	1-15	
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.	39 44	25 1-26-38	2/1/38

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

By



21

THE COLONIAL PARK COMPANY, INC.,  
YORKTOWN, VIRGINIA

NO. D-5180

ORDER NO.

DATE 11-29-1937

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) COLONIAL NATIONAL

IMPRINT SAME AS ABOVE

HISTORICAL PARK, VIRGINIA

COPYRIGHT 1937 BY COLONIAL PARK COMPANY, INC.,  
YORKTOWN, VIRGINIA

National Park Service Photo

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE NEW PHOTO. LIGHT CEMENT ROAD. RUSTIC BROWN FENCE. GRASS & FOLIAGE GREEN.  
RIVER GREENISH BLUD. BRIDGE OLD DULL REDDISH BRICK

DO VERY LITTLE RETOUCHING. USE ONLY SOFT, SUBDUED COLORING AS ON 5A-H1700

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

COLONIAL PARK CO.

NO. D-5180

ORDER NO.

DATE 11-29-1937

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL)

NO TITLE

IMPRINT MADE IN C.T. ART COLORTONE

(REG. U.S. PAT. OFF.) BY CURT TEICH  
& CO., INC., CHICAGO, U.S.A.

National Park Service Photo

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE NEW PHOTO. GRASS & FOLIAGE GREEN. FLAG POLE WOOD WITH BRASS TIP.  
CANNON BRASS DISCOLORED WITH VERTIGRIS. BRITISH FLAG TO BE SAME AS  
ON 7A-M3718, DISREGARD WHITE SQUARE IN CENTER OF FLAG.

DO VERY LITTLE RETOUCHING. USE ONLY SOFT, SUBDUED COLORING AS ON 5A-H1700

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED	DATE COMPLETED
COMPOSING, TYPE SET UP			
SKETCH	13 4		
RETOUCHING	8 6	12-16	12-20
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	12	12-31	1-5
ENGRAVING			
HAND COLOR PROOF	31 1 1/2	1-6	1-6
ARTIST DEPT.	21 26		2-1

DATE DOCUMENT ORD

DATE FILED

By

By

DATE FOR COLOR

Photo Returned to Customer

By

8  
13



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5181 ORDER NO. 7312 DATE 11-30-1937

CUSTOMER GEETER & PARSON  
LINCOLN TURNER CAFE  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP-GEO. HESSBERGER TYROLEAN ENSEMBLE  
N.B.C. RADIO ARTISTS. NITELY TO CLOSING SUNDAY  
CONCERT 3 TO 6. ETC., AS PER COPY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
\*DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Del 4

*Grouping &  
Art Works*

*10.75 net*

*GW*

*X*  
*ST.*  
*60*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5182 ORDER NO. 7316 DATE 11-30-1937

CUSTOMER JOHN STUART, INC.  
NEW YORK CITY, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO.  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

3 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HAND WORK STILL ENTERS LARGELY INTO THE  
MAKING OF FINE FURNITURE. THIS PHOTOGRAPH WAS  
TAKEN IN THE CARVING DEPARTMENT AT OUR ROCKFORD  
FACTORY.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Lush*

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

NO. D-5183

ORDER NO. 7303

DATE 11-30-1937

25 M ARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENIC FOLDER OF AUSABLE  
CHASM, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES *same as D-3671*  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF c.t.

COLOR DESCRIPTION

USE SAME LAYOUT & PHOTO AS USED ON FRONT OF COVER NO. D-3671.

*Use neg of D-3671*

NO. D-5183

C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

ORDER NO. 7303

DATE 11-30-1937

25M LARGE FODER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) U.S. HIGHWAY BRIDGE, ROUTE  
9

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES  
IMPRINT MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF c.t.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H3453. *new*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

By

Date

Can Dept. Check

DEC 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	6	1/2	12-7	12-10-8
PHOTO LITHO				
BLUENIT STAMPING, OPAQUING	65		12-11	12-14-15
ENGRAVING				
HAND COLOR PROOF				
ARTIST DET.	30 32	32		12-29 ✓ Sct

DATE BLOCKING ORD

By

DATE Filed

12/31/37

DATE HAND COLOR PROOF ORD

By

DATE Photo Returned to Customer

By



SAMUEL STRAUSS CO.,  
BROOKLYN, N. Y.

NO. D-5184

ORDER NO. 7901

DATE 12-1-1937

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVERS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM ASBURY

PARK AND OCEAN GROVE, N. J.

Copyright 1938 by Curt Teich & Co.,  
Inc., Chicago, U.S.A.

FRONT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEW PHOTO

SAMUEL STRAUSS CO.,  
BROOKLYN, N. Y.

NO. D-5184

ORDER NO. 7901

DATE 12-1 1937

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVERS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AUDITORIUM, OCEAN GROVE,

N. J.

BACK

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. YES

IMPRINT MADE IN C.T. ART COLORTONE (REG.

U.S. PAT. OFF.) BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 7A-H3581

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Color Sketch*  
*012*

Executive OK of Estimate

By

Date

ESTIMATE

DEC 15 1937 AND WORK SCHEDULE

By

Date

DEC 15 1937

OPERATION	EST. TIME		DATE ENTERED	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH <i>L.</i>		5		
RETOUCHING	14	7	12-15	12-22 <i>L.</i>
PHOTO LITHO				
BLUEPRINT STRIPTON, OPAQUING	64		12-22	12-24 <i>HT.</i>
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	15-2 154	28	12-24	12-29

DATE ESTIMATE OK'D

By

DATE Filed

12/31/37

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5185 ORDER NO. 7339 DATE 12-1-1937

CUSTOMER CLEARWATER BEACH APTS.  
CLEARWATER, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M P.C.

SIZE 3 1/2 x 5 1/2

GROUP 2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CLEARWATER BEACH APARTMENTS TOP  
ON THE GULF OF MEXICO — CENTER  
CLEARWATER, FLORIDA — BOT.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

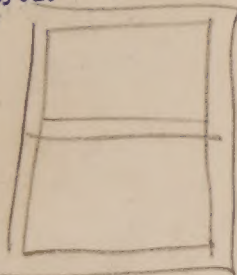


PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

5x7

Lo - 1/2  
Ret 3

*Engraving, Rephoto*

*Art Work*

*10.75 net*

*Pr*

8

X 17-60



75



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. D-5187

ORDER NO. 7942

DATE 12-2-1937

6 M ART COLORTONE PICTURES SIZE 7 x 11, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
(ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT SAME AS ABOVE

TITLE: GRAND CANON OF THE YELLOWSTONE  
WITH GREAT FALL IN BACKGROUND

SMALL TYPE: PHOTO BY DAUPHIN FOR  
NORTHERN PACIFIC  
CUSTOMER

PHOTO PROPERTY OF

COLOR DESCRIPTION

FOLLOW COLORED PICTURE, EXCEPT DEEP COLORS SOFT TONES, NOT HARSH & D  
ARTIFICIAL LOOKING. ADD TO SKY.

*Make colors half size*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES  
RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Est. May 1937  
11/4/37*

ESTIMATE

Cost Dept. Chicago

DEC 7 1937

DEC 7 1937

DESCRIPTION	TIME	DATE	DATE
CONF. DEC. 7 1937		DEC-7 1937	DEC-7 1937
5/11/37	1/2		
RETOUCHING	6	3	12-1937
PHOTOGRAPHED			
BEHIND	6		
SIMPLE		12-16	12-16
IN GRAY			
HAND COLOR PROOF		3	
12/11/37	154	20	1-15
			1-20

DATE OF ORDER

DATE PAID

DEC 3 1937

DATE OF DELIVERY

DATE

DEC 3 1937

By

686

68



C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

NO. D-5188

ORDER NO. 7950

DATE 12-3-1937

12<sup>1</sup>/<sub>2</sub> M ~~REMARKS~~ LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO

R. M.

YES

TITLE (IN FULL) ADIRONDACK MTS., N. Y.

IMPRINT SAME AS ABOVE

D-4330

FRONT:

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H2844

NO. D-5188

C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

ORDER NO. 7950

DATE 12-3-1937

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NC

R. M.

YES

TITLE (IN FULL) GREETINGS FROM ADIRONDACK  
MTS., N. Y.

IMPRINT

MADE IN C. T. ART COLORTONE (REG.  
U. S. PAT. OFF.) BY CURT TEICH & CO., INC.?  
CHICAGO? U. S. A.

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

USE NEW PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

R

ESTIMATE	12-19-37
DATE	12-19-37
OPERATION	
COLORING	
ETCHING	9
RETOUCHING	14 7 12-16 12-23
PHOTO LITHO	
ETCHING	64 12-23 12-24
STRIPPING, CLEANING	
ENGRAVING	
HAND COLOR PROOF	
ARTIST FEEL	30 30 12-24-37 12-28-37 F.W.H.G.

DATE

DATE

14  
13  
2



C. W. HUGHES & CO., INCL, MECHANICVILLE, N. Y.

NO. D-5189

ORDER NO. 7964

DATE 12-7-1937

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO

R. M. YES

TITLE (IN FULL) SCENES ALONG THE HUDSON RIVER,  
N.Y. NEW YORK TO ALBANY

IMPRINT SAME AS ABOVE

Front: Steamer Berkshire --Passing Grant's  
Tomb

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF C. T. & co.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H3775

NO D-5189

C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

ORDER NO. 7964

DATE 12-7-1937

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO

R. M. YES

TITLE (IN FULL) BANNERMAN'S ISLAND ARSENAL,  
NEWBURGH BAY

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF) BY CURT TEICH & CO., INC.,  
CHICAGO, U. S. A.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE PHOTO NO 7A-H3777

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

DESCRIPTION	EST. TIME	DATE	INITIALS
CHICAGO, ILL. (10)			
CHICAGO, ILL. (10)	4		
CHICAGO, ILL. (10)	7	12-20	1-8-38
CHICAGO, ILL. (10)	5		
CHICAGO, ILL. (10)	8.2	1-10	1-11-38
CHICAGO, ILL. (10)			
CHICAGO, ILL. (10)			
CHICAGO, ILL. (10)	26		

FEB 3 1938

DATE RECEIVED

DATE PAID

20



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5190 ORDER NO. 7443 DATE 12-7-1937

CUSTOMER DON STRICKLAND  
ST. PAUL, MINN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

4 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, ~~Lower~~, Center, ~~Border~~ — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DON STRICKLAND AND HIS ORCHESTRA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Handwritten: R*

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER — PHOTO PROPERTY OF C. T. & CO.

NO — YES — RETURN PHOTO

*Handwritten: 127 7443 12*

*Handwritten: #24*

*Handwritten: X 57 77*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5191 ORDER NO. 7444 DATE 12-7-1937

CUSTOMER DUNCAN KEITH CORINALDI  
KINGSTON JAMAICA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CONSTANT SPRING HOTEL — JAMAICA, B.W.I.

FRONT NO. 5 R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ T. Imprint No Imprint

*Put in same place "Place Hotel" New  
Made in U.S.A.*

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

SEE TISSUE ATTACHED. SEE INSTRUCTIONS ATTACHED. COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*Chas. & Elliot  
Manager Bank Hotel*

6-4 has

80



### ADV. ORDER

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED \_\_\_\_\_

Photos for  
this Customer

I M DOUBLE P.C.

SIZE

II X  $3\frac{1}{2}$ 

STYLE PHOTO PLATIN WHITE BORDER

(All of this on address side)

FRONT NO.	NO	R. M.	Yes	No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front				
Trade Mark	Yes	No	Special type as sample	
IMPRINT:	Customer	C. T. Imprint	No Imprint	

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
 \_\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
 Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
 See Salesman, Customer, or Sample for Position, Office  
 DELIVER \_\_\_\_\_ Straighten Photo \_\_\_\_\_  
 Negative — Line — Halftone — Combination. \_\_\_\_\_ 120  
 Dry — Wet — Pancromatic — Color Separation. \_\_\_\_\_ 133  
 Transfer — Paper Process — New Process. \_\_\_\_\_ 150  
 Stripping — White Border — Full Face. \_\_\_\_\_ 175  
 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

### COLOR DESCRIPTION

## CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

ON

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5193

ORDER NO. 7446

DATE 12-7-1937

☒ M POST CARDS

☐ PHOTO PLATIN

☐ WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) **SEMPLE HOUSE, WILLIAMSBURG, VA.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **NO**

IMPRINT **NONE**

PHOTO PROPERTY OF **C. T. & CO.**

COLOR DESCRIPTION

**BLDG. WHITE. DARK GRAY SHINGLE ROOF. DARK GREEN SHUTTERS? DARK GRAY STEPS  
WHITE FENCE DULL RED BRICK CHIMNEYS**

SUBMIT: RET. PHOTO ☐ B. L. & W. PROOF ☐ HANDCOL PROOF ☐ RETURN PHOTO ☐

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		Cost Est. Checked	
DESCRIPTION	QTY.	UNIT PRICE	TOTAL
COMING THE SET UP		DEC-8 1937	DEC-8 1937
SWITCH			
REWORKING	4	1	12-8
PHOTO PRO			
PRINTING	64		12-11
RETRAVEL			
REWORK OR PROOF			
REWORK PRO			

DATE RECEIVED ON **DEC 28 1937**  
BY **ST**  
To be returned to Customer

ATTENTION!!

7 Subjects on  
order for this order. Please  
see to it that all subjects or nega-  
tives are with the subjects are  
in harmony with each other  
to make an attractive set.

R

4

ST-  
69



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5194

ORDER NO. 7446

DATE 12-7-1937

5 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) ST. GEORGE TUCKER HOUSE,  
WILLIAMSBURG, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C. T. & COL

COLOR DESCRIPTION

BLDG. DARK CREAM COLOR. DARK GREEN DOORS & SHUTTERS. OLD DARK GRAY SHINGLE  
ROOF. WHITE SASH & WINDOW & FENCE. OLD DULL RED BRICK CHIMNEYS. BLDGS ON LEFT  
WHITE. DARK GRAY SHINGLE ROOFS. LIGHT GRAY SEATS. GREEN BOXWOOD HEDGE IN CENT  
PINK FLOWERS ON RIGHT. GRAY HITCHING FENCE ON CORNER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all sets of nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

By 1007 Date DEC-8-1937

DESCRIPTION	EST. TIME No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMP. P.C. TYPE SET UP		DEC-8 1937	DEC-8 1937/5
SKETCH			
RETOUCHING	1/1	12-8	
PHOTO-LITHO			
BLUEPRINT SINGLE LINE DRAWING	60	12-11	12-13 45
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.			

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE

DATE



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5195

ORDER NO. 7446

DATE 12-7-1937

3 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) THE LUDWELL--PARADISE HOUSE,  
WILLIAMSBURG, VA.

IMPRINT NONE

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

DULL OLD RED BRICK & GRAY MIXED BRICK WHITE CORNICE & WINDOW PAINES & SASH &  
FENCE ON RIGHT. DARK GREEN DOORS. GRAY STEPS. GRAY HITCHING POSTS. SHOW  
LADY GUIDE ON STEPS WITH HOOP SKIRTS ON GRAY DRIVE. GRAY LAMP POST BRONZE LIGHT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

By *[Signature]* Date *DEC 8 1937*

OPERATION	EST. TIME	DATE	DATE
	CONS. IT	ENTERED	ENTERED
COM. & C. TYPE SET UP		DEC-8 1937	DEC-8 1937
SKETCH			
REWORKING	4 1	12-8	12-11
PHOTO LITHO			
BLANKET	1.5	12-11	12-13
STAMPING & CAPPING			
ENGRAVING			
HAND COLOR PROOF			
AT. EPT.			

DEC 2 1937

DATE FILED *[Signature]*  
DATE RETURNED TO CUSTOMER *[Signature]*

4

17  
69



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5196

ORDER NO. 7446

DATE 12-7-1937

3 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) BRUSH HOUSE, WILLIAMSBURG, VA.

IMPRINT NONE

PHOTO PROPERTY OF

C. T. & CO.

COLOR DESCRIPTION

BLDG. WHITE. WHITE PORCH & FENCE. OLD DULL GRAY SHINGLE ROOF.  
GRAY HITCHING FENCE. WHITE DORMOR WINDOWS ON ROOF. DARK PINK ROSES ON RIGHT  
DARK GRAY ROAD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

... on  
order for this ... Please  
see to it that ...  
tives are uniform ... are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
By 12-8-1937 Date DEC 8 1937

OPERATION	EST. TIME	DATE	DATE
COM. PRING. TYPE SET UP		DEC-8 1937	DEC-8 1937
SKETCH			
RETOUCHING	4	12-8	12-11 SC
PHOTO LITHO			
BLANKET STAMPING, CLOSING	60	12-11	12-13 47.
ENGRAVING			
HAND COLOR PROOF			
ARCHIVE			

RECEIVED BY AND DATE

By AK

4

ST-69



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5197

ORDER NO. 7446

DATE 12-7-1937

3 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) TRAVIS HOUSE, WILLIAMSBURG,  
VAL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

DARK CREAM COLOR. DARK GREEN DOORS & SHUTTERS. OLD DARK GRAY SHINGLE  
ROOF. WHITE WINDOW FRAMES & SASH & FENCE. SIGN BUFF & GREEN DESIGN WITH BROWN  
BORDER WITH WHITE POST & FRAME. GRAY HITCHING FENCE. BLDG. ON RIGHT REAR WHITE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Photo 80-2455

ESTIMATE

ADD WORK & MATERIAL

Cost 1.00

DEC 8 1937

OPERATION	EST. TIME	DATE	DATE
COMPOSE G. TYPE S.T. UP		DEC-8 1937	DEC-8 1937
SKETCH			
RETOUCHING	5 1/2	12-8	12-11
PHOTO-LITHO			
SHIPPING, OPAQUING	6	12-11	12-13
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.			

DEC 23 1937

LINE NO. 1

LINE NO. 2

By

SK

Printed in accordance with Contract

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all of the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

4  
12

57  
69



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5198

ORDER NO. 7446

DATE 12-7-1937

3 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) WILLIAMSBURG INN, WILLIAMSBURG,

IMPRINT

NONE

VA.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

WHITE BRICK. DARK SLATE ROOF. DARK UPPER PORCH RAILING. TAN OR DULL BUFF SASH  
& WINDOW FRAMES & CORNICE WHITE BOXES & GREEN SHRUBS ALONG FRONT. DULL RED  
BRICK WALKS ON RIGHT & LEFT. GREEN CENTER CIRCLE LAWN. DARK LAMP POSTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this company. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL	DATE
COMPOSING, TYPE SET UP			DEC-8 1937	DEC-8 1937
SKETCH				
RETOUCHING	2	12 - 8	12 - 8	
PHOTO-LITHO				
BLUEPRINT STRIPPING, GRAINUING	60	12 - 11	12 - 13 45	
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT

DATE PAID

12-7-1937

By

N

Amount paid to Customer

By

8



ROSE'S 5-10 & 25¢ STORE, WILLIAMSBURG, VA.

NO. D-5199

ORDER NO. 7446

DATE 12-7-1937

3 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO BASSETT HALL,  
WILLIAMSBURG, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

NO

IMPRINT NONE

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

WHITE FENCE ON RIGHT & LEFT. DARK GREEN CENTER GATE. LIGHT BROWN SAND DRIVE  
DARK DULL RED BRICK WALKS ON RIGHT & LEFT BLDGS IN REAR CENTER WHITE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Plat in 64H2451

ESTIMATE		DATE	
12-7-1937		12-7-1937	
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
COMING T.G. TYPE SET L.P.			DEC-8 1937 DEC-8 1937
SEARCH			
RETIENING	12	1	12-8 12-1-8
PHOTO-LITHO			
BRIGHT STENCIL COATING	6		12-11 12-13-11
ENGRAVER			
HAND COLOR PROOF			
ADVERTISING			

12-7-1937

DATE PREPARED

DATE RECEIVED

DATE OF COLOR PROOF

DATE OF DELIVERY



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. **D-5200** ORDER NO. **8009** DATE **12-10-1937**

CUSTOMER **NORTH AMERICAN DIE WORKS**

**CHICAGO, ILL. NEW YORK**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**12 1/2 M VIEWS** SIZE **2 VIEWS, EACH SIZE 2 x 2** STYLE **ART COLORTONE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **(AS COPY)**

FRONT NO. **NONE** R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE INSTRUCTIONS ATTACHED.**

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

MAKEOVER

ADV.



21 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5201 ORDER NO. 8008 DATE 12-10-1937

CUSTOMER NORTH AMERICAN DIE WORKS  
~~CHICKEN~~ NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 $\frac{1}{2}$ M

SIZE 2 VIEWS, EACH SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AS COPY)

FRONT NO. NONE (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint ☒ No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

2-5-7  
L.O. 1  
P. 4 1/2  
H.C. 1  
S.C. 8



21

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. **D-5202** ORDER NO. **8008** DATE **12-10-1937**

CUSTOMER **NORTH AMERICAN DIE WORKS**  
**NEW YORK, N. Y.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**12M**

SIZE **2 VIEWS, EACH SIZE 2 x 2**

STYLE

ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **(AS COPY)**

FRONT NO. **NONE** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE INSTRUCTIONS ATTACHED.**

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Lo 1  
Lo 5  
He 1  
Lo 8

1  
2

W. H. ...  
Adv. ...

1/2

1475  
20

6  
13



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5203 ORDER NO. 8008 DATE 12-10-1937

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M

SIZE 2 VIEWS EACH SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AS COPY)

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*rush*

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

DIAL NO. D-5204

ORDER NO. 8008

DATE 12-10-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

Photos for  
this Customer

12 1/2 M

SIZE 2 VIEWS, EACH SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS COPY)

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5205 ORDER NO. 8008 DATE 12-10-1937

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M

SIZE 2 VIEWS, EACH SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS COPY)

FRONT NO. NONE (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER  
|  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

2-587  
L.O. 1  
Pet 3  
HC 1  
La 8.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. **D-5206** ORDER NO. **8008** DATE **12-10-1937**

CUSTOMER **NORTH AMERICAN DIE WORKS**  
**NEW YORK, N. Y.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M

SIZE **2 VIEWS, EACH SIZE 2 x 2**

STYLE **ART COLOR TONE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS COPY)

FRONT NO. **NONE**

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*submit black  
impression before*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. **D-5207** ORDER NO. **8008** DATE **12-10-1937**

CUSTOMER **NORTH AMERICAN DIE WORKS**  
**NEW YORK, N. Y.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12<sup>1</sup>/<sub>2</sub>"

1 SIZE ~~3~~ ~~4~~ ~~5~~ ~~6~~ ~~7~~ ~~8~~ ~~9~~ ~~10~~ ~~11~~ ~~12~~ EACH SIZE **2 x 2**

STYLE **ART COLORTONE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **(AS COPY)**

FRONT NO. **NONE** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint **No Imprint**

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE INSTRUCTIONS ATTACHED.**

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. **120**  
Dry — Wet — Pancromatic — Color Separation. **133**  
Transfer — Paper Process — New Process. **150**  
Stripping — White Border — Full Face. **175**  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

20 1/2 \$  
del 2 1/2  
HC 1/2  
A-4

MAR 15 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5208 ORDER NO. 8008 DATE 12-10-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

Photos for  
this Customer

12x

SIZE 2 VIEWS, EACH SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full  
(AS COPY)

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO NO YES

PHOTO RETURNED

TO

PHOTO USED FOR

HOUSE STATIONARY G-640 1M50 12/24/36

12  
6-5-

80-12587  
No 5  
14 C 1  
Lia P

ask



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5209 ORDER NO. 8009 DATE 12-10-1937

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M VIEWS SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AS COPY)

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

5x7

La 1 1/2  
La 4



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. D-5210 ORDER NO. 8009 DATE 12-10-1937

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M VIEWS SIZE 2 x 2

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full  
NO TITLE

FRONT NO. (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. D-5211 ORDER NO. 8019 DATE 12-11-1937

CUSTOMER PALMYRA LIME PRODUCTS CO.  
CLARKSVILLE, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M BLOTTERS SIZE  $3\frac{1}{2}$  x 6

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PALMYRA LIME PRODUCTS (ETC. AS PER COPY)  
CO.

FRONT NO. NO (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

IN MAKING UP FINISHED DRAWING, WISH TO ADVISE THAT ON 50# BAG OF HYDRATED LIME WE WOULD LIKE YOU TO ADD THE WORD "LIME" BELOW THE WORD HYDRATED. WOULD ALSO LIKE TO ASK THAT YOUR ARTIST TRY TO BRING OUT CLEARLY THE FACT THAT THE LIME IN FRONT OF THE STEEL DRUM CONSISTS OF LUMPS, AS THE SKETCH GIVES SOMEWHAT THE IDEA THAT THE MATERIAL IS IN POWDERED FORM IN PILES.

NO  
YES  
RETURN PHOTO

*make red impression*  
*" DK Blue*

PHOTO RETURNED

TO

PHOTO USED FOR

*B. 5x7*

*Layout 1 1/2*  
*Ret 8*  
*4c 1 3/4*  
*La 10 1/2*

*#24*

MAILED

Charge to ADV.

Follow-up Time

1/2  
1

DEC 21 1937

*SP*

*of 12-27*

*72*

10  
2  
13



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER JACQUES FRENCH RESTAURANT CHICAGO, ILL.	DIAL NO. 5212	ORDER NO. 8025	DATE 12-13-1937	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	50 M NOTEHEADS	SIZE 6 x 9	STYLE ART COLORTONE			
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full JACQUES FRENCH RESTAURANT (ETC. AS PER COPY)		FRONT NO. NONE (All of this on address side) R. M. Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint No Imprint				
RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout SEE SKETCH ATTACHED. NOTE: RETOUCH NEW PHOTOS SO THAT THEY CAN BE USED FOR ART COLORTONE POST CARD PLATES LATER ON. USE THE FOUR NEW PHOTOS & PHOTOS NO. 5A-H1082, 6A-H2152, 6A-H2358 & 6A-H1548.		PHOTO LITHO Rephoto NEG. NO. ____ Photograph each - Size 5x7 - 8x10 - 10x12 ____ Prints each from ____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. 120 Dry — Wet — Pancromatic — Color Separation. 133 Transfer — Paper Process — New Process. 150 Stripping — White Border — Full Face. 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.				
SEE TISSUES ATTACHED TO NEW PHOTOS.		COLOR DESCRIPTION				
All Photo Returned to Customer Jan 10, 1938						

PHOTO RETURNED

TO

PHOTO USED FOR

Copy 2 1/2  
Net 16  
WC 3 1/2  
LA 26  
PL 3 1/2  
16 x Opagn 1  
Color Offset 1 1/2  
Comp. 1

Add Ret  
77.50

JAN 5 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5213 ORDER NO. 7484 DATE 12-13-1937

CUSTOMER WATER'S RECREATION PARLOR  
SOUTH BEND, IND.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ~~XXX~~ PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP-WATER'S RECREATION PARLORS - 20

ALLEYS WITH A POST

BOT- 922 SOUTH MAIN STREET - SOUTH BEND, INDIANA

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

ELIMINATE TWO SMALL BEER SIGNS.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



SANBORN SOUVENIR CO., DENVER, COLO.

NO. D-5214

ORDER NO. 8068

DATE 12-16-1937

25 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PICTURESQUE PIKES PEAK  
REGION COLORADO

Front: Pikes Peak

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE PHOTO NO 7A-H3760

NO. D-5214

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER NO. 8069

DATE 12-16-1937

25 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PIKES PEAK IN AT SUNRISE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C. T. ART COLORTONE (REG.  
U.S.PAT.OFF.) BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE PHOTO NO. 113317

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

OPERATION	EST. TIME		
PLATING			
ETCHING			
DRILLING			
GRINDING			
TURNING			
BORE DRILLING			
REPAIRS			
FINISHING			
PACKING			
30	28	1-17-38	1-21-38

DATE RECEIVED

FEB 3 1938

DATE RECEIVED

11

Photo Returned to Customer



SANBORN SOUVENIR CO., ~~KENYOTE~~ DENVER, COLO.

NO. D-5215

ORDER NO. 8065

DATE 12-16-1937

25 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) BIG THOMPSON-ESTES PARK  
GATEWAY TO ROCKY MT. NATIONAL PARK, COLO.

IMPRINT SAME AS ABOVE

Front: Big Thompson Canon  
Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF c. t.

COLOR DESCRIPTION

USE NEW PHOTO: OILED ROAD, FOR COLORS FOLLOW 2A881. NOTE: THIS PICTURE MUST  
NOT BE LIKE 7A-H2031 WHICH IS VERY MUCH DISLIKED AND WILL HAVE TO BE CHANGED  
WHEN EXHAUSTED. THIS ALSO WAS TO FOLLOW COLORS OF 2A881 WHEN ORDERED BUT YOU  
DID NOT ACCOMPLISHED RESULT DESIRED BY A GREAT DEAL.

NO. D-5215

SANBORN SOUVENIR CO., DENVER, COLO.

ORDER NO. 8065

DATE 12-16-1937

25 M LARGE FOLDE COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) LONGS PEAK AND RANGE

IMPRINT MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U. S. A.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE NEW PHOTO: TRIM FOREGROUND & SKY FOR PROPORTION. USE ORIGINAL CLOUDS.  
GET CONTOURS OF HILLS & OUTLINE OF RANGE CLEAR & CORRECT & FAMILIAR LOOKING.  
LOWER SLOPES WHERE LIGHTER GREEN WITH GOLDEN TINTS. BLUE GREEN TO DARK PINES.  
PEAKS WHERE NOT SNOW COVERED ARE QUITE DARK. CLOSE MEADOW IS BROWNISH GREEN WITH  
RICHER GREEN IN SWALE. SET SMALL PINES IN NEAR BUSHES AT EDGE OF SWALE ( THEY  
MUST LOOK NATURAL.).

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*submit per Photo J. Wick*

ESTIMATE			
OPERATION	EST. TIME	DATE	REMARKS
REWORKING	7 5	1-10	1-28
PHOTO-REDO	82	1-25	
REWORKING	32 3		1-29
ARTIST FINE	30		



NO. D-5216

EHLER'S NEWS CO., BIRMINGHAM, ALA.

ORDER NO. 8520

DATE 12-15-1937

12 M 500 LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM BIRMINGHAM,  
ALABAMA

THE STEEL CAPITOL OF THE SOUTH

COPYRIGHT 1938 BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H2025. SEE LAYOUT ON OLD FOLDER COVER ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

NO. D-5216

EHLER'S NEWS CO., BIRMINGHAM, ALA.

ORDER NO. 8520

DATE 12-15-1937

12 M 500 ~~REPRODUCTION~~ LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM BIRMINGHAM,  
ALABAMA

COLOR DESCRIPTION

USE PHOTO NO. 7A-H427

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT.OFF) BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

DESCRIPTION	BY	DATE	REMARKS
CONTRACT SET UP			
ETCH	10	5	1-4
RETOUCHING	10	8	1-40
PHOTO LITHO			
PRINTING	12	1-10	1-134
RETOUCHING			
RETOUCHING			
RETOUCHING	202	30	1-26
RETOUCHING	211	1-27	2-1

DATE PRINTED

DATE FILED

DATE RECEIVED

DATE FILED

21



NO. D-5217

ORDER No. **8557**

DATE 12-20-1937

25 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE GEORGE, NEW YORK

Front: Paradise Bay and Black Mt.

Copyright 1937 by Curt Teich & Co., Inc.  
Chicago, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

USE SAME LAYOUT & PHOTO AS USED ON FRONT OF COVER NO. D-4313.

NO. D-5217

C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

ORDER NO. 8557

DATE 12-20-1937

25 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM LAKE GEORGE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) BY CURT TEICH & CO., INC.,  
CHICAGO, ILL. U.S.A.

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

USE PHOTO NO. 7A-H275

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

ESTIMATE		DATE	
DESCRIPTION	EST. TIME	DATE	TIME
SET UP			
1. <i>[Handwritten: 1. 1/2]</i>	<i>[Handwritten: 1/2]</i>		
2. <i>[Handwritten: 2. 1/2]</i>			
3. <i>[Handwritten: 3. 1/2]</i>			
4. <i>[Handwritten: 4. 1/2]</i>			
5. <i>[Handwritten: 5. 1/2]</i>			
6. <i>[Handwritten: 6. 1/2]</i>			
7. <i>[Handwritten: 7. 1/2]</i>			
8. <i>[Handwritten: 8. 1/2]</i>			
9. <i>[Handwritten: 9. 1/2]</i>			
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12. <i>[Handwritten: 12. 1/2]</i>			
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14. <i>[Handwritten: 14. 1/2]</i>			
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83. <i>[Handwritten: 83. 1/2]</i>			
84. <i>[Handwritten: 84. 1/2]</i>			
85. <i>[Handwritten: 85. 1/2]</i>			



NO. D-5218

A. HIRSCHWITZ, NEW ORLEANS, LA.

ORDER NO. 8560

DATE 12-21-1937

25 M 32-PAGE BOOKLETS

C.T. ART COLORTONE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) HISTORIC OLD NEW ORLEANS,  
LA. "AMERICA'S MOST INTERESTING CITY"

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

6 1/2 x 9 3/4

*Large Photo*

DATE ORDERED	DATE PAID	DATE SHIPPED	DATE RECEIVED
12-21-37			
CONTAINER TO BE SENT BY			
QUANTITY	1	8	
REPRODUCING	10	8	1-19-38
PHOTO-LITHO			
BLUEPRINT	12	1-20	1-21-38
SHIPPING CHARGES			
IN GRAVING			
HAND COLOR PROOF			
ARTIST FEE	22	7	12-24-37

DATE ORDERED AND DATE PAID FEB. 2 1938  
By *MT*  
DATE HAND COLOR PROOF AND DATE ORDERED APPROVED TO CUSTOMER

7-5  
1 10



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5219 ORDER NO. 8567 DATE 12/22/1937

CUSTOMER MT. VERNON AND MONTICELLO  
520 SOUTH 31ST STR ET  
OMAHA, NEBRASKA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MT. VERNON AND MONTICELLO, 520 SO. 31ST  
STREET, OMAHA, NEB.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BRICK IS DARK RED USE YOUR BEST JUDGEMENT AS TO COLORS

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

5 x 7  
Ord. 21  
252  
122

pm

R

14  
8

ST.  
82



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. ☒ D-5220 ORDER NO. 8584 DATE 12-22-1937

CUSTOMER PRESBYTERIAN HOSPITAL ASS'N. OF COLO.  
DENVER, COLORADO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

PHOTO PROPERTY OF C. T. & CO.

4 M P.C.

SIZE 3 $\frac{1}{2}$  x 5 $\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

TO

COLOR DESCRIPTION

PHOTO USED FOR

NO

YES

RETURN PHOTO

Shapiro 22

Art House

6-1-1938

Ag

photo used

85



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. D-5221 ORDER NO. 8598 DATE 12-24-1937

CUSTOMER WEST VA. STATE COLLEGE  
INSTITUTE, W. VA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 8 (All of this on address side)  
R. M. ☒ ☐  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint ☒ No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
~~Blue Print~~ — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

14

86



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5222 ORDER NO. 8598 DATE 12-24-1937

CUSTOMER WEST VA. STATE COLLEGE  
INSTITUTE, W. VA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. ~~Yes~~ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

~~Submit~~ Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



J.P.WALMER, BOX 224, HARRISBURG, PA.

NO. D-5223

ORDER NO. 8607

DATE 12-27-1937

12 M 500 LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NO	R. M. YES
TITLE (IN FULL) BEAUTY VIEWS ON THE LINCOLN HIGHWAY IN PENNSYLVANIA		IMPRINT SAME AS ABOVE	
FRONT: New Bridge at Historic Juniata Crossing Collected 1938 by J.P. WALMER, HARRISBURG, PA.		PHOTO PROPERTY OF C.T.	
COLOR DESCRIPTION Use <del>REPRODUCTION</del> . new photo.			

J.P.WALMER, BOX 224, HARRISBURG, PA.

NO. D-5223

ORDER NO. 8607

DATE 12-27-1937

12 M 500 LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NO	R. M. YES
TITLE (IN FULL) <del>ST. CLAIR</del> ST. CLAIR HOLLOW AND CHESTNUT RIDGE MOUNTAINS, BETWEEN LIGONIER AND GREENSBURG		IMPRINT MADE IN C.T.ART COLORTONE (REG.U. S.PAT.OFF.) BY CURT TEICH & CO., INC., CHICAGO, ILL.	
COLOR DESCRIPTION USE PHOTO NO. 7A-H3930.		PHOTO PROPERTY OF C.T.	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

JAN 3 1938			
STITCH	40	5	
ETCHING		4	
PHOTO LITHO			
REPRODUCTION	82	1-19	1-20 4T.
ENGRAVING			
HAND COLOR PROOF	205		
ARTIST REPT.	206	25	II/26/38 II/1/38

4 - 4 hrs

5



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5224 ORDER NO. 8196 DATE 1-4-1938

CUSTOMER AHERN FUNERAL HOME  
MIAMI, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M BLOTTERS SIZE 4" x 9"

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AHERN FUNERAL HOME (ETC., AS PER CCOPY)

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

make DK. Blue impression

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



SANBORN SOUVENIR CO., DENVER, COLO.

NO. D-5225

ORDER NO. 8220

DATE 1-7-1938

6 M 7 x 11 PICTURES ART COLORTONE FULL FACE

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. NONE R. M. NO

IMPRINT SAME AS ABOVE

TITLE - PILLARS OF HERCULES, SOUTH  
CHEYENNE CANON, COLORADO

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PUT CLOUDS IN SKY.: GET OUTLINE OF ROCKS CORRECTLY LIKE SMALL PHOTO  
ATTACHED. COLOR OF ROCKS SHOULD BE MORE GREY, NOT SO MUCH PURPLE

USE PHOTO #4A-H1080

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,779

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

DESCRIPTION	DATE	DATE	DATE
COMPOSING, TYPE SET UP		JAN 17 1938	JAN 17 1938
ARTIST			
REPRODUCTION	4	4	1-12
PHOTO-LITHO			
PRINTING	82		1-19
REPRODUCTION			
HAND COLOR PROOF		3	
ARTIST DEPT.	207	19	1-25

DATE RECEIVED AND

DATE PAID

DATE RECEIVED AND

By

DATE Photo Returned to Customer

By

*Extra Neg for Color*  
*44-17*

4

2



SANBORN SOUVENIR CO., DENVER, COLO.

NO. D-5226

ORDER NO. 8218

DATE 1-7-1938

12 1/2 M ~~RE~~ LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL) SCENIC BROADMOOR-CHEYENNE MT. IMPRINT SAME AS ABOVE  
DISTRICT COLORADO SPRINGS

FRONT: Broadmoor-Cheyenne Mt. Highway,  
So. Cheyenne Canon - No. Cheyenne Canon,  
Broadmoor Hotel - Will Rogers Shrine of  
the Sun  
Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF c. t.

COLOR DESCRIPTION

USE PHOTO NO 7A-H3682

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

NO. D-5226

ORDER NO. 8218

DATE 1-7-1938

12 1/2 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL) LEFT SIDE:-SEVEN FALLS,  
SOUTH CHEYENNE CANON  
RIGHT SIDE:-HELEN HUNT, NORTH CHEYENNE  
CANON

IMPRINT MADE IN C.T. ART COLORTONE (REG. U.S.  
PAT. OFF) ONLY BY CURT TEICH & CO., INC.,  
CHICAGO, U. S. A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

ON LEFT SIDE USE PHOTO SAME AS ON FOLDER D-1698

ON RIGHT SIDE USE NEW PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

*Submitt*  
*TECH*

ESTIMATE		AND WORK SCHEDULE	
OPERATION	EST. TIME		DATE
	Order No.	Time Allowed	ENTERED
COMPOSING, TYPE SET UP			
SETTING	10.	5 1/2	
PROOFING		4 1/2	
PHOTO-LITHO			
REPRINT	82	3 - 7	3 - 8 1/2
ENGRAVING			
HAND COLOR PROOF			
ARTIST'S	210 212	28 3 - 9	3 - 15

DATE ESTIMATE ORD.

DATE FILED

DATE AND BY WHOM

DATE PHOTO RECEIVED TO CHARGE

By

By

4

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5227 ORDER NO. 8240 DATE 1/8/1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M

SIZE 1 VIEW 4 SIZE 2 x 2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full STATUE OF LIBERTY

EMPIRE STATE BLDG., NEW YORK

FRONT NONONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

HC = 3/4  
A - 4 1/2



C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y. X

NO. D-5228 X

ORDER NO. 8750

DATE 1-10-1938

12 M 500 LARGE BOOK COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE MOHAWK TRAIL - THRU THE  
BERKSHIRES, MASSACHUSETTS

1938  
ENTIRE BOOK COPYRIGHTED BY CURT TEICH &  
CO., INC., CHICAGO, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE SAME LAYOUT AND COLORS AS SK TCH ATTACHED.

NO. D-5228

C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

ORDER NO. 8750

DATE 1-10-1938

12 M 500 LARGE BOOK COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM MOHAWK TRAIL

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M. YES  
IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO NO. 7A-H310.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,794,779

*Large Photo*

ESTIMATE			
By	JAN 21 1938		
For	JAN 21 1938		
OPERATION	EST. TIME	EST. PRICE	ACT. PRICE
COMPOSING, TYPE SET UP			
SETTING	19		
PROOFING			
PHOTO LITHO	82	1-27	1-28
PRINTING			
STAMPING			
RETRACING			
HAND COLOR PROOF			
AGENCY FEE	22	17	2-1

DATE OF ORDER

DATE OF DELIVERY

DATE OF PAYMENT

DATE OF RECEIPT

DATE OF RETURN

DATE OF CANCELLATION



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5229

ORDER NO. 8752

DATE 1-10-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER RICKS STUDIO  
VALDOSTA, GA.

3 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full OLD COLONIAL HOME - 303 N. PATTERSON  
ST., VALDOSTA, GEORGIA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PUT IN SOME CLOUDS.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

PHOTO RETURNED  
TO  
PHOTO USED FOR

12  
3

55  
107



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. D-5230 ORDER NO. 8791 DATE 1-12-1938

CUSTOMER ROLLER DERBY

CORAL GABLES, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ROLLER DERBY "THE WORLD'S FASTEST  
GROWING SPORT  
BOT-A NIGHTLY SCENE AT THE ROLLER DERBY, MIAMI,  
FLA.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

VERY RUSTY

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

R-2 1/2



WESLEY ANDREWS CO.,  
PORTLAND, ORE.

NO. D-5231

ORDER NO.

DATE 1-12-1938

12 1/2 M. LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) SEASIDE, OREGON

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. YES  
IMPRINT WESLEY ANDREWS CO., PORTLAND,  
OREGON

COPYRIGHT 1938 BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 7A-H36. SEE INSTRUCTIONS ATTACHED.

WESLEY ANDREWS,  
PORTLAND, ORE.

NO. D-5231

ORDER NO.

DATE 1-12-1938

12 1/2 M. LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) (NO TITLE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES  
IMPRINT MADE IN C.T. ART COLORETONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.



CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET



GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
FEB 3 1938 AND WORK SCHEDULE

OPERATION	EST. TIME	ACT. TIME	DATE
CHROMO G. TYPE SET UP			
ETCH	3		
ETCHING	5 6		
PHOTO LITHO			
PRINTING	8	2-8	2-11-38
RETRACING			
HAND COLOR PROOF	1 1/2		
ARTIST REPT.	2 1/2	4-14	3-4

DATE BLANKET ORD

By

DATE FWD

By

DATE PHOTO ORDERED

DATE PHOTO RETURNED TO CUSTOMER



TOLEDO POST CARD CO., TOLEDO, OHIO

NO. D-5232

ORDER NO. 9524

DATE 1-31-38

12 M 500 LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) TOLEDO, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M.  
IMPRINT SAME AS ABOVE

Front: Skyline showing Cherry Street Bridge

Copyright 1938 By Curt Teich & Co., Inc.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION  
USE PHOTO NO. 5A-H1867

TOLEDO POST CARD CO., TOLEDO, OHIO

NO. D-5232

ORDER NO. 9524

DATE 1-31-1938

12 M 500 LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) GREETINGS FROM TOLEDO, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M.  
IMPRINT MADE IN C.T. ART COLORTONE (REG.  
US. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, ILL U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION  
USE PHOTO NO. 7A-H556.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,750,000

Executive OK of 1-31-38

By \_\_\_\_\_  
Date FEB 11 1938

ESTIMATE

OPERATION	EST. TIME	ACT. TIME	REMARKS
COMP. NO. 10	10	5	
REWORKING		1 1/2	
PRINTING	82	2-16	2-12-38
REWORKING			
PRINTING		30	



NO. D-5233

C.P. JOHNSTON CO.,  
SEATTLE, WASH.

ORDER NO. 8399

DATE 1-17-1938

12<sup>1</sup>/<sub>2</sub>M LARGE FOLDER COVERS

## FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL) WASHINGTON, EVERGREEN  
PLAYGROUND

IMPRINT NONE

Copyright 1938 by C. P. Johnston Co.,  
Seattle, Washington

PHOTO PROPERTY OF CT

## COLOR DESCRIPTION

USE PHOTOS 7A-H89 &amp; 6A-H387. SEE DUMMY ATTACHED.

NO. D-5233

C.P. JOHNSTON CO.,  
SEATTLE, WASH.

ORDER NO. 8399

DATE 1-17-1938

12<sup>1</sup>/<sub>2</sub>M LARGE FOLDER COVERS

## BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL) MT. RAINIER IN WINTER

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF CT

## COLOR DESCRIPTION

USE PHOTO NO. 6A-H585

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

OPERATION	EST. TIME		DATE	INITIALS
	Check No.	Time Allowed		
COMPOSING NO. TYPE SET UP				
SKETCH		4		
RETOUCHING	6	3	2-3	2-3
PHOTO-LITHO				
BLUEPRINT STAMPING, CREATING	82		2-9	2-11
ENGRAVING				
HAND COLOR PROOF				
ARTIST DATE	22	25		2-15 PM

DATE RECEIVED

DATE PAID

DATE



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5234 ORDER NO. 8837 DATE 1-17-1938

CUSTOMER CUNNINGHAM MACHINERY CORP.  
SHREVEPORT, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

4 M F.C.

SIZE

3 1/2 x 5 1/2

STYLE

PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CUNNINGHAM EDGER ROLLERS ASSURE YOU  
STRAIGHT EDGES (ETC., AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Rephoto 5x7

Layout 1 1/4

Ret 2 1/2

Rephoto 5x7

By Mr.



NO. D-5235

C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

ORDER NO. 8444

DATE 1-19-1938

12 1/2 M LARGE FOLDER COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNDERGROUND BOATING AND  
NATURAL PILLAR, HOWE CAVERNS, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U. S. A.

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

USE PHOTO NO. 8A-H179

NO. D-5235

C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

ORDER NO. 8444

DATE 1-19-1938

12 1/2 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENIC VIEWS IN NEW YORK  
STATE

FRONT

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H2111

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF no

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ESTIMATE

ESTIMATE

OPERATION	EST. TIME	ENTIRE	
OPERATION	Click No. Time Allowed		
PREPARE, TIME SET UP			
PRINTING 10-	5		
PRINTING 7	3	1-21	1-225
PROOFING			
REWORKING 82		1-28	1-314
REWORKING			
REWORKING			
REWORKING			
REWORKING	30 25	2-5-38	2-11-38

to Curt



NO. D-5236

WESTERN PUBLISHING &amp; NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 8878

DATE 3-8-1938

12 M 500 LARGE FOLDER COV RS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) BAY BEACHES, SANTA MONICA,  
OCEAN PARK AND VENICE, CALIFORNIA

IMPRINT SAME AS ABOVE

Front:

Copyright 1938 by Curt Teich & Co.,  
Inc., Chicago, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

NO. D-5236

WESTERN PUBLISHING &amp; NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 8878

DATE 3-8-1938

12 M 500 LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) THE BEACH BETWEEN OCEAN  
PARK AND VENICEIMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A. NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

634-5  
674-4

Bill 14

1938

DATE	TIME	PLACE	TIME	PLACE
3-24	10	7	10	3-24
4-6	82			
4-13	31	12		
4-14-38	44	26		
4-19-38	30			



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. D-5237 ORDER NO. 8924 DATE 1-24-1938

CUSTOMER W. A. BOUND, INC.  
WEST PALM BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

4 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FIRST OPENED IN DECEMBER, 1937, SURF  
COTTAGES ARE UNIQUE, (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5238 ORDER NO. 8941 DATE 2-9-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOMPSON BROS. SHOE CO.  
CAMPELLO, MASS.

DOUBLE  
25 POST CARDS SIZE 5 1/2 x 7

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ANNOUNCING LEADING STYLES FOR ALL  
OCCASIONS WITH THE FAMOUS SABEL CONSTRUCTION  
IN EVERY PAIR.  
(ETC., AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS AND LAYOUT ATTACHED.

make light blue impression  
of face  
VENT NUSH

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 1 1/2  
Net 9 1/2  
NE 3  
La 20

#24



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5239 ORDER NO. 8949 DATE 1-26-1938

CUSTOMER BUSINESS WOMEN'S ASSOCIATION  
1125 PLEASANT STREET  
DES MOINES, IOWA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BUSINESS WOMEN'S HOME, 1125 PLEASANT  
ST., DES MOINES, IOWA

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5240 ORDER NO. 8976 DATE 1-27-1938

CUSTOMER HOTEL AVALON  
SEVENTH ST. & FIRST AVE.  
AVALON, NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

3 M POST CARD SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full top-HOTEL AVALON

bot-SEVENTH STREET AND FIRST AVENUE, -AVALON, N.J.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



8770

GARNET CARTER, CHATTANOOGA, TENN.

NO. D-5241

ORDER NO. 8977

DATE 3-24-1938

6 M PICTURES 12 x 16 ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. NO

TITLE (NEULL) TOP-LOVERS' LEAP IN ROCK CITY

IMPRINT NONE

GARDENS

ATOP LOOKOUT MOUNTAIN

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

DATE	TIME	DATE	TIME
MAR 30 1938	MAR 30 1938		
11	4	3-30	4-50
8v		4-12	4-10
3			
16	5-9	5-13	

11-18

198



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5242

ORDER NO. 8987

DATE 1-27-1938

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LOWER FALLS OF THE YELLOWSTONE  
RIVER  
(RED TITLE)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. NO

IMPRINT NONE

IN PLATE: (C) HAYNES INC.

PHOTO PROPERTY OF ~~THE~~ CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. SEE COLORED PHOTO  
USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this occasion. Please see to it that all color or negative are uniform and colors are in harmony with each other to make an attractive set.

*Est. Neg. Co.*

ORDER NO.	DATE ORDERED	DATE RECEIVED	DATE COMPLETED
8987	JAN 27 1938	JAN 27 1938	JAN 27 1938
QUANTITY	9	8	1 - 31
REWORKING			2 - 3 1/2
PROOFING			
PRINTING	82	2 - 4	2 - 4 1/2
REWORKING			
HAND COLOR PRINT	25	3	11 Feb
ADDITIONAL	22	19	Oct. 21

DATE DELIVERED ORD. \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_ DATE PAID TO CUSTOMER \_\_\_\_\_

*3/31/48*  
*W*

9-1

124



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5243

ORDER NO. 8987

DATE 1-27-1938

12½M ART COLORTONE PICTURE SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M.

TITLE (IN FULL) GRAND CANYON OF THE

IMPRINT

YELLOWSTONE FROM GRAND VIEW  
(RED TITLE)

IN PLATE: HAYNES INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NOT RETOUCH. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING.

SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all plates or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Walter Hagg*

OPERATION		DATE	
COMPOSITION	DATE	DATE	DATE
COMPOSITION TYPE SET UP		FEB 1 1938	FEB 1 1938
SEARCH	12 1/4		
REWORKING	9 1	2-1	2-4
PROOFING			
PRINTING	82	2-1	2-14
REWORKING			
HAND COLOR PROOF	225 3		11-5
APPROVAL	206 23	II/21/38	II/28/38

12-1/4  
9-1

⊕ 125



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D25244

ORDER NO. 8988

DATE 1-27-1938

12½ M ART COLORTONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) TOWER FALLS AND TOWERS  
(RED TITLE)

IMPRINT

IN PLATE: (C) HAYNES INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING

SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this size. Please  
see to it that all the nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R  
Extra Key for Color  
4¼ - 6¼

ESTIMATE			
DATE: FEB 1 1938		Cost Dept. Checked	
DESCRIPTION	QUANTITY	ENTERED	CORRECTED
CONTRACT SET UP		FEB 1 1938	FEB 1 1938
SEARCH	12	4	
RESEARCHING	9	4	2-4
PHOTOGRAPH	82	2	2-4-15
RESEARCHING			
RESEARCHING			
RESEARCHING			
RESEARCHING	32	3	2-7
RESEARCHING	210	20	2-22

DATE OF ORDER

DATE PAID

By

By

DATE OF CHECK

DATE OF CHECK

By

12

9

⊕  
177



NO. D-5245

ORDER NO. 8988

DATE 1-27-1938

12 $\frac{1}{2}$ " M ART COLORTONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) CLEOPATRA TERRACE, MOUND

TERRACE AND LVERTS MOUNTAIN *Gather together*  
(RED TITLE)

IN PLATE: (C) HAYNES INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **NONE** R. M.

IMPRINT

PHOTO PROPERTY OF

### COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING  
SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,757,773

## ATTENTION!

order for this occasion. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R  
Ext. Neg. for Col.

A large, stylized, handwritten letter 'R' in dark ink on a light-colored, aged paper. The letter is formed with a single continuous stroke, starting from the top left, curving around to the right, and then looping back down to the left. The paper shows signs of age, including some discoloration and small dark spots.



9 12



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5246

ORDER NO. 8988

DATE 1-27-1938

12½ M ART COLORTONE PICTURES SIZE 6 x 9 FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STEAMING CRATERS IN NORRIS  
GEYSER BASIN

(RED TITLE)

IN PLATE: (C) HAYNES INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M.

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING.  
SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE			
FEB 1 1938		FEB 1 1938	
OPERATION	TIME	DATE	DATE
COM. INK. TYPE SET UP		FEB 1 1938	FEB 1 1938
ETCH	12		
RETOUCHING	9 1/2	2 - 1	2 - 1
PHOTO-LITHO			
BLANKET STEAMING COLOURING	82	2 - 5	2 - 5 1/2
IN CRAYON			
HAND COLOR PROOF	225 3		8 Tok.
ARTIST FEES	207 17	2 - 22	2 - 24

DATE RECEIVED

DATE Filed

By

By

12 - 1/2

12 - 1/2  
6 - 1/2 12

127



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5247

ORDER NO. 8988

DATE 1-27-1938

1-1/2M ART COLORTONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER

TITLE (IN FULL) FOUNTAIN PAINT POT, LOWER  
GEYSER BASIN  
(RED TITLE)

IN PLATE: (C) HAYNES INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M.

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING  
SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Responsible Officer of Laboratory  
ESTIMATE  
By  
FEB 1 1938 WORK DONE DATE FEB 1 1938

COLLECTION	TIME IN HOUR & MIN	ENTERED DATE	DATE COMPLETED
COMPOSING, TR. SET UP		FEB 1 1938	FEB 1 1938
WHICH			
RETOUCHING	6 1	2 - 1	2 - 48
PHOTOGRAPHING			
REPRINTING	8 2	2 - 2	2 - 5 1/2
RETRAYING			
HAND COLOR PROOF	32 2 1/2		2 - 8
ANALYST'S PT.	25 18		2 - 26 Pth

DATE PAID

By

DATE PAID

6

12

127-1383



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5248

ORDER NO. 8988

DATE 1-27-1938

12<sup>1</sup>/<sub>2</sub>" M ART COLORTONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WHITE DOME GEYSER, LOWER

GEYSER BASIN

(RED TITLE)

FRONT NO. NONE R. M.

IMPRINT

IN PLATE: (C) HAYNES INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING

SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

*12*  
*Curteich*

DATE	TIME	DATE	TIME
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED
DATE ORDERED	DATE ORDERED	DATE ORDERED	DATE ORDERED

DATE ORDERED

DATE ORDERED

DATE ORDERED

6-1/2  
12-1/2

12-1/2



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5249

ORDER NO. 8988

DATE 1-27-1938

12½ M ART COLORETONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) **EXCELSIOR GEYSER CRATER AND  
GRAND PRISMATIC SPRING**  
(RED TITLE)

IMPRINT

NONE

IN PLATE: (C) HAYNES INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING, USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING

SEE COLORED PHOTO

In 8AH550

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all parts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Set Haynes*

9  
12

DATE		DATE	
FEB 1 1938		FEB 1 1938	
OPERATION	EST. TIME	DATE	COMPLETED
COMP. SET G. TH. SET UP		FEB 1 1938	FEB 1 1938
CUTCH	12		
ANTONOV	9	2-1	2-4-38
PHOTOGRAPH			
BUTTER	82	2-2	
PHOTOGRAPHING			
PHOTOGRAPH			
HAND COLOR PROOF	225	3	8-5-38
ARR. SET	29	19	2-22-38 2-24-38 F.W.

DATE BLUEPRINT ORD. \_\_\_\_\_  
DATE \_\_\_\_\_  
DATE \_\_\_\_\_

12-6.  
9-1.

125  
127



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5250

ORDER NO. 8988

DATE 1-27-1938

12M ART COLORTONE PICTURES SIZE 6 x 9 FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO. NONE R. M.

TITLE (IN FULL) CASTLE GEYSER, UPPER GEYSER  
BASIN  
(RED TITLE) *To this type*

IMPRINT

IN PLATE: (C) HAYNES INC.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. XXXX USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING

SEE COLORED PHOTO

*Q 8AH551*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all positives are uniform and colors are in harmony with each other to make an attractive set.

*E. H. Haynes*

JAN 31 1938

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

JAN 31 1938

OPERATION	EST. TIME	DATE	DATE
COMPOSING, SET UP		JAN 31 1938	JAN 31 1938
PRINTING	4 1/4	1 - 31	2 - 350
RETOUCHING			
PHOTO LITHO			
BLUING	82	2 - 4	2 - 4 1/4
STAMPING, COLORING			
MACRANING			
HAND COLORING	225 2 1/2		115 d.
ARTIST RET.	19		2 - 25 1/4 x

DATE RECEIVED

DATE FILED

DATE

DATE

9-1/4

125



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5251

ORDER NO. 8988

1-27-1938

DATE

1- $\frac{1}{2}$  M ART COLORTONE PICTURES SIZE 6 x 9 FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD FAITHFUL GEYSER,

UPPER GEYSER BASIN  
(RED TITLE)

IN PLATE: (C) HAYNES INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

NONE. M.

IMPRINT

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING.

SEE COLORED PHOTO

*in 8A H-556*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE		Cost Dept. Checked	
JAN 31 1938		JAN 31 1938	
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
OLD FAITHFUL GEYSER		JAN 31 1938	JAN 31 1938
12	$\frac{1}{4}$		
9	$\frac{1}{4}$	1-31	2-3 SE
PHOTO. 1210			
82		2-4	2-4 47
32	$2\frac{1}{2}$		2-7
002	18	2-23	2-24

DATE PREPARED \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE RECEIVED \_\_\_\_\_

DATE PAID \_\_\_\_\_

12-1/4

124



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5252

ORDER NO. 8988

DATE 1-27-1938

12 1/2 M ART COLORTONE PICTURES SIZE 6 x 9, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) YELLOWSTONE LAKE AND

ABSAROKA RANGE

(RED TITLE)

IN PLATE: (C) HAYNES INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M.

IMPRINT

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO, DO NOT CUT OFF ANYTHING  
SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,778

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12  
Curt Teich Co

ESTIMATE			
DATE	1-27-1938	DATE	FEB 1 1938
DESCRIPTION	QUANTITY	PRICE	TOTAL
COMPOSITE PHOTO	12	1/4	FEB 1 1938
RETOUCHING	9	2	2-1
PROOF	82	2-4	2-4
HAND COLOR PROOF	225	2 1/2	8 Feb,
PRINT	155	19	2-22

DATE ORDERED BY  
DATE FILLED BY  
DATE PRINTED BY  
DATE RETURNED TO CUSTOMER

12 - 1/4  
9 - 1/2

127



HAYNES PICTURE SHOPS,  
ST. PAUL, MINN.

NO. D-5253

ORDER NO. 8988

DATE 1-27-1938

12M ART COLORTONE PICTURES SIZE 6 x 9 FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) UPPER FALLS OF THE

YELLOWSTONE RIVER

(RED TITLE)

IN PLATE: (C) HAYNES INC.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE

R. M.

IMPRINT

PHOTO PROPERTY OF CUSTOM R

COLOR DESCRIPTION

DO NO RETOUCHING. USE ENTIRE PHOTO. DO NOT CUT OFF ANYTHING.

SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,790,719

ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

R.

See May 10/38

ESTIMATE			
FEB 1 1938			
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
12M ART COLORTONE PICTURES	12	4	48
PRINTING	9	2	18
PROOFING	8	2	16
DELIVERY	225	2 1/2	562 1/2
AMOUNT	18		2-25-18

DATE PREPARED

DATE FILED

DATE OF ORDER

BY

DATE OF DELIVERY

9-12

12

50-127



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5254 ORDER NO. 8994 DATE 1-28-1938

CUSTOMER SPITZER'S RAVENROYD COTTAGE  
ATLANTIC CITY, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SPITZER'S RAVENROYD HOTEL, ATLANTIC  
CITY, N. J.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer G. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



NO. D-5255

ORDER No. 9000

DATE **1-28-1938**

1 M ~~POST~~ CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OHIO RIVER POWER COMPANY,  
TELL CITY, IND.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF **CUSTOMER**

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (L) PAT. NO. 1,297,775

# REPORT

Subjects on  
only for this contest. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATED

JAN 5 1938

DESCRIPTION	EST. TIME	ENTERED	COMPLETED
CONSTRUCTING TYP. SET UP		FEB 1 1938	FEB 1 1938
REVIEW			
REPRODUCTION	11	1 1/2	2 - 4 5
PHOTO LITHO			
PLACING IN SET	82	2 5	2 - 7 1/2
PROOFING			
HAND COLOR PROOF			
ARTIST'S PRNT.			

11-1-1940

DATE Filed

D.

2012-2013 10/20/2012 Customer

St.  
126



*Shanghaier*

SCHREIBER'S DRUG STORE, TELL CITY, IND.

NO. D-5256

ORDER NO. 9000

DATE 1-28-1938

1 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) KROGMAN DISTILLERY, TELL CITY,  
IND.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (1) PAT. NO. 1,790,775

ATTENTION!

5  
Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

DESCRIPTION	EST. TIME	DATE	DATE
CHROMALITH TYPE SET UP		FEB 1 1938	FEB 1 1938
PRINTING	5 2	2-1	2-4 51
PROOFING			
REPRODUCTION	82	2-5	2-7 41
REPRODUCTION			
REPRODUCTION			
REPRODUCTION			
REPRODUCTION			
REPRODUCTION			

DATE RECEIVED AND \_\_\_\_\_ DATE PAID \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE PAID & PAID TO CURT TEICH







SCHREIBER'S DRUG STORE, TELL CITY, IND.

NO. D-5258

ORDER NO. 9000

DATE 1-29-1938

1 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. MNO

TITLE (IN FULL) SCHREIBER'S DRUG STORE,  
FLOOD JAN. 1937, TELL CITY, IND.

IMPRINT NONE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

5 Subjects on  
order for this customer. Please  
see to it that all size or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

DESCRIPTION	EST. TIME (No. of Hours)	ENTERED AMT.	DATE COMPLETED
PRINTING & RET. UP		FEB 1 1938	FEB 1 1938
PRINTING			
PRINTING	9	1 1/2	2 - 1
PRINTING			
PRINTING	8 1/2	2 - 8	
PRINTING			
PRINTING			
PRINTING			
PRINTING			

DATE PREPARED AND

DATE PAID

By

By

DATE PAID BY

DATE PAID BY

12

9

126



SCHREIBER'S DRUG STORE, TELL CITY, IND.

NO. D-5259

ORDER NO. 9000

DATE 1-29-1938

1 MPOST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) VIEW OF OHIO RIVER NEAR  
TELL CITY, IND.

IMPRINT NONE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,774

ATTENTION!

Subjects on  
order for this set. Please  
note to it that all subjects  
are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

JAN 31 1938

JAN 31 1938

DESCRIPTION	QTY	UNIT PRICE	ENTER	DATE
REPRODUCTION	9	1 1/2	2 - 1	FEB 1 1938
PHOTO PLATIN	82		2 - 5	FEB 1 1938
PHOTO PLATIN				
PHOTO PLATIN				
PHOTO PLATIN				
PHOTO PLATIN				
PHOTO PLATIN				
PHOTO PLATIN				
PHOTO PLATIN				
PHOTO PLATIN				

DATE PAID

DATE PAID

DATE PAID

DATE PAID

69

ST.  
126



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

DIAL No. D-5260 ORDER NO. 9532 DATE 1-31-1938

CUSTOMER ALLERTON REALTY COMPANY  
NEW YORK CITY, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ALLERTON HOUSE - 302 WEST 22nd STREET  
NEW YORK

FRONT NO5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

TAKE OUT FIRST TWO AUTOMOBILES FROM THE  
RIGHT EDGE OF PHOTO

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  $\left. \begin{matrix} 120 \\ 133 \\ 150 \\ 175 \end{matrix} \right\}$   
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Photo 5x7

Ret. 2 1/2

R



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. D-5261 ORDER NO. 9537 DATE 2-1-1938

CUSTOMER SCHWARTZ-SHOWELL CORP.

842 W. GOODALE ST.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ~~EX~~

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED. *in here*

RETURN PHOTO  
YES  
NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5262 ORDER NO. 9537

DATE 2-1-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER SCHWARTZ-SHOWELL CORP.  
COLUMBUS, OHIO

2 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Ret

MAILED 10 1938

HC 3/4

1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5263 ORDER NO. 9537 DATE 2-2-38

CUSTOMER SCHWARTZ-SHOWELL CORP.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED  
TO  
PHOTO USED FOR

MAR 1 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5264 ORDER NO. 9537 DATE 2-1-38  
CUSTOMER SCHWARTZ-SHOWALL CORP.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RECEIVED

Charge to \_\_\_\_\_ Dept. \_\_\_\_\_

LET. HARRISON



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. / D-5265<sup>11</sup> ORDER NO. 9537 DATE 2-1-1938  
CUSTOMER SCHWARTZ-SHOWALL CORP.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M PFC.

SIZE 3 $\frac{1}{2}$  x 5 $\frac{1}{2}$

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
~~Submit~~ — Sketch — Layout — ~~Retouched Photo~~ — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

MAKEOVER

Charge to ADV. Dept.

EST. Mailing Time Period

2M-1-2-37

1	APR 10 1938
ART LITHO HC 3/4	10

PHOTO RETURNED

TO

PHOTO USED FOR

3 1/2  
200 3/4  
4 2/4

5  
3  
4

15



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5266 ORDER NO. 9537 DATE 2-1-1938

CUSTOMER SCHWARTZ-SHOWALL CORP.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M P.C. SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR-WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

MAKEOVER

Charge to FDV Dept.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5267 ORDER NO. 9537 DATE 2-1-1938

CUSTOMER SCHWARTZ-SHOWALL CORP.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

26  
2034  
137

#24

X  
ST  
Hamm



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5268 ORDER ~~9507~~ 9537 DATE 2-1-1938

CUSTOMER ~~SCHWARTZ~~-SHOWALL CORP.  
COLUMBUS, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
#9

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5269 ORDER NO. 9101 DATE 2-2-1938

CUSTOMER CAMBRIDGE PAPER BOX CO.  
CAMBRIDGE, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M DOUBLE P.C. SIZE 5 1/2 x 7

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ACUSHNET - TITLEIST (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
USE SCRIPT ~~EX~~ FOR "ACUSHNET" AND "TITLEIST" WHEREVER IT APPEARS. SAMPLE CARD ATTACHED TO SHOW  
THE EXACT COLORS. THE BALLS ARE OF COURSE WHITE AND THE SMALL DOTS ON THE BALLS ARE IN FOUR  
COLORS, BLACK, RED, BLUE AND ORANGE. THESE SHOULD BE LINED UP THREE OF A COLOR IN A ROW.  
THE BASE OF THE BOX IS GOLD AND THE FORM ON WHICH THE GOLD BALLS LIE IS BLUE.

SEE SKETCH ATTACHED. /

must be finished 2-8 sure

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



D. 5270

~~Picture Post Cards  
(Post Card Package)~~

Bermuda  
Book

D. 5270



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. D-5271

ORDER NO. 9114

DATE FEB. 3, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER Mr. R. E. ROLLING  
SOUTHERN COMFORT CORP.  
314 MARKET STREET  
ST. LOUIS, MISSOURI

3 M POST CARDS SIZE 3 1/2 x 5 1/8

STYLE PHOTO PLATIN FULL FACE ON 3 SIDES

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WABASH AVE. WINDOW - THE PALMER HOUSE -  
CHICAGO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

RETOUCH DISPLAY ON THE BOTTOM SHELF TO BRING  
OUT THE SOUTHERN COMFORT BOTTLES. ALSO TAKE  
OUT THOSE WHITE SPOTS AROUND THE "ALM" IN  
PALMER.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



C.W. HUGHES & CO., INC., MECHANICVILLE,  
N.Y.

NO. D-5272

ORDER NO. 9128

DATE 2-3-1938

12 M 500 LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SARANAC LAKE, NEW YORK

Upper Saranac Lake as seen from Wawbeek  
Club

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1994.

NO. D-5272

C.W. HUGHES & CO., INC., MECHANICVILLE, N.Y.

ORDER NO. 9128

DATE 2-3-1938

12 M 500 LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE MACKENZIE RANGE IN THE  
ADIRONDACK MTS., SHOWING SARANAC LAKE,  
N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H2508.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

OPERATION		EST. TIME		DATE	
Order No.	Time Allowed	Order No.	Time Allowed	Order No.	Time Allowed
100	3				
101	2	2-15	2-21		
102	12	2-22	2-25		
103					
104					
105	44	28	2-28-38	3-8-38	



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5273 ORDER NO. 9575 DATE 2-4-1938

CUSTOMER PILGRIM COTTAGES  
ST. PETERSBURG, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE PILGRIMS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CLEAN BEACH AND PUT A LITTLE WATER IN FRONT  
EVEN UP PALMS.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Pat  
Lithography  
1  
1/2

R

10-  
11-

X  
133



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5274 ORDER NO. 9575 DATE 2-4-1938

CUSTOMER ~~THE~~ PILGRIM COTTAGES  
ST. PETERSBURG, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

L M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE PILGRIMS

*in full as D4406*

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

*V x/2 on front*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

JUST AS IS AND POLE AND WIRES OUT, AND SHADOWS  
AND SAND AS IS.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5275 ORDER NO. 9575 DATE 2-4-1938

CUSTOMER PILGRIM COTTAGES  
ST. PETERSBURG, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE PILGRIMS

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

RIGHT HAND T SCAFFOLD OUT AND PUT WATER LINE  
IN FRONT AND CLEAN UP BEACH. EVEN UP PALMS.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. D-5276 ORDER NO. 9595

DATE FEB. 4, 1948

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER John Blozis  
1411 So. 49th Court  
Cicero, Illinois



1 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full POPLAR RIDGE, THORP, WIS.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Feb. 1

1948



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5277 ORDER NO. 9596 DATE 2-5-1938

CUSTOMER HOTEL PLAZA  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M500 P.C.

SIZE

$3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN FULL FACE ON

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full PLAZA HOTEL - AN IDEAL LOCATION -  
CHICAGO

FRONT NO. 5

(All of this on address side)

3 SIDES

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

© CHICAGO AERIAL SURVEY CO.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Must be finished  
today

to Curb

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2 - 1st thing



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. D-5278 ORDER NO. 9609 DATE 2-7-1938

CUSTOMER GA. VOCATIONAL & TRADES SCHOOL  
MONROE, GEORGIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE 3½ x 5½

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GIRLS' DORMITORY AND DINING HALL,  
GEORGIA VOCATIONAL AND TRADES SCHOOL, MONROE,  
GEORGIA

FRONT NO. 5 (All of this on address side) R. M. Yes  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

132



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. D-5279

ORDER NO. 9192

DATE FEB. 9, 1938

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEWS OF ROCK CITY GARDENS  
ATOP LOOKOUT MOUNTAIN

Front: View Showing Entrance To Rock  
City Gardens

Copyright 1938 by Curt Teich & Co., Inc.  
Chicago, U. S. A.

COLOR DESCRIPTION

Use New Photo

FRONT NO. NO R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

NO. D-5279

ORDER NO. 9192

DATE FEB. 9, 1938

12<sup>1</sup>/<sub>2</sub> M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LOVERS' LEAP, ROCK CITY  
GARDENS

FRONT NO. NO R. M. YES  
IMPRINT MADE IN C.T. ART COLOR TONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NO. 8A-E323

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS © PAT. NO. 1,797,776

MAKEOVER

Chap. 1

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25X7

NO. D-5280

C.L. WHITE, WHITE'S CITY, AT THE ENTRANCE TO CARLSBAD  
CAVERN NATIONAL PARK

ORDER NO. 9307

DATE 2-15-1938

12 M 500 LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WORLD-FAVORITE CARLSBAD CAVERN  
NATIONAL PARK, NEW MEXICO

Front: Entrance to Cavern

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES *same as D3250*

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. ~~3A-H18~~ 3A-H18. - 713452

NO. D-5280

C.L. WHITE, WHITE'S CITY, AT THE ENTRANCE TO CARLSBAD  
CAVERN NATIONAL PARK

ORDER NO. 9307

DATE 2-15-1938

12 M 500 LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GOVERNMENT BUILDINGS AND ~~XXXXXXXX~~  
PARKING TERRACES OPPOSITE ENTRANCE TO  
CARLSBAD CAVERN

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 4A-H137.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE			
OPERATION		EST. TIME	
		Chd. No.	Time Allowed
YOUNG TREE PLANT			
PLANTING	17	4	3-12
PRUNING	11	4	
PROPAGATING			
SEEDLING ORCHARD	12		3-22
IRRIGATING			
LAND COLOR PHOTO			
ADDITIONAL	26827	216	3-29-18

17-6  
11-2



C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

NO. D-5281

ORDER NO. 9283

DATE 2/14/1938

12 $\frac{1}{2}$  M ~~WHITEFACE~~ LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE PLACID, N. Y.  
PREMIER RESORT IN THE ADIRONDACK MTS.

WHITEFACE FROM BIRCH POINT

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H2357

NO. D-5281

C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

ORDER NO. 9283

DATE 2/14/1938

12 $\frac{1}{2}$  M LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE PLACID AND MIRROR LAKE  
FROM AIRPLANE, LAKE PLACID, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MAKE IN C.T. ART COLORTONE (REG. U.  
S. PAT. OFF.) ONLY BY CURT TEICH &  
COMPANY, INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H2844

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLIDE MULTI-PLY FORMS PAT. NO. 1,297,776

ESTIMATE			
DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL
PRINTING, 1/4 SET UP			
PRINTING	10	5	50
REWORKING	17	16	272
PHOTO LITHO	82	3-17	2-17 1/2
REWORKING			
HAND COLORING			
TOTAL	27+28	26	3-24 1/2

DATE OF ORDER

DATE PAID

NAME OF CUSTOMER

ADDRESS

PHONE NO.

CITY



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL NO. D-5282 ORDER NO. 9329 DATE 2-16-1938

CUSTOMER THE CARR HOTEL  
ST. PETERSBURG, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

3 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE CARR'S, - SECOND AVE. AND SECOND ST.,  
NORTH, - ST. PETERSBURG, FLORIDA

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

NO DARK SHADOWS. MAKE SHADES LIGHTER OR AS LIGHT  
AS CARD ATTACHED (D-5185)

REMOVE POLES & WIRES.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5283

ORDER NO. 9331

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THOS. DUNNE CO.

NEW ORLEANS, LA.

50 M LARGE FOLDER COVERS

FRONT

Back

STYLE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ST. LOUIS CATHEDRAL, NEW ORLEANS, LA.

FRONT NO.

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

THOS. DUNNE CO. NEW ORLEANS, LA.

No C.T. MARKS

~~COPYRIGHT 1938 C.T. & CO., CHI.~~

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

USE NEW PHOTO

Rush

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

50  
50-35  
9  
A-28  
HC-3

R



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5284

ORDER NO. 9327

DATE 2-16-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BARR & CREELMAN  
ROCHESTER, NEW YORK

12 M 500 BUS. CARDS SIZE  $3\frac{1}{2} \times 2\frac{1}{2}$  5/16

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP-OUR NEW LOCATION-224 MAIN STREET

WEST AT INTERSECTION OF BROAD AND CLARISSA STREETS

BOT-FREE PARKING FOR CUSTOMERS IN OUR PRIVATE  
PARKING STATION

FRONT NO. NO

(All of this on address side)  
R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

MAKE NEW BLACK NEGATIVE. REDUCE COLOR PLATE OF 7A-H2788.

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

NO. D-5285

ORDER NO. 9342

DATE 2-17-1938

12 M 500 LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SOUVENIR FOLDER OF THE CATSKILL MTS., N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES same as D 3252  
IMPRINT SAME AS ABOVE

FRONT - MR. AND MRS. KAATSKILL

COPYRIGHT 1938 BY CURT TEICH & CO., INC., CHICAGO, U. S. A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NOS. 4A-H2058 & 4A-H2059

NO. D-5285

C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

ORDER NO. 9342

DATE 2-17-1938

12 M 500 LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM CATSKILL MTS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES  
IMPRINT MADE IN C.T. ART COLOR TONE (REG. U.S. PAT. OFF) ONLY BY CURT TEICH & CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H440

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ESTIMATE

Cost Dept. Checked

6.0

OPERATION	EST. TIME	EST. COST	ACT. COST
RECEIVING, INS. & SET UP			
PRINTING	4		
FINISHING	17	6	
PACKAGING			
DELIVERY	82	3-11	3-16
TOTAL	42	30	3-18
			3-22

DATE ORDERED

DATE PAID

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED

DATE RECEIVED



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No.D-5286

ORDER NO. 9847

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER **SCHAEFER TAILORING CO.**  
**CINCINNATI, OHIO**

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **GEO. P. BITTNER -SCHAEFER TAILORS**

FRONT NO. **5** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*Push*

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

Ref-1

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

DIAL No. D-5287 ORDER NO. 9847  
TAILORING  
CUSTOMER SCHAEFER ~~TOOLERY~~ CO.  
CINCINNATI, OHIO

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GEO. P. BITTNER - SCHAEFER TAILORS

BOT-CUR DISPLAY ROOM AT 37 EAST SEVENTH STREET

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

Rush

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5288 ORDER NO. 9848  
CUSTOMER SCHAEFER TAILORING CO.  
CINCINNATI, OHIO

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE

3 1/8 x 5 1/8

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GEO. P. BITTNER - SCHAEFER TAILORS

BOT-EACH SUIT INDIVIDUALLY CUT BY HAND

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5289 ORDER NO. 9849 DATE 2-17-1938

CUSTOMER **SCHAEFER TAILORING CO.**  
**CINCINNATI, OHIO**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE

PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **GEO. P. BITTNER - SCHAEFER TAILORS**

**BOT-FORTY-FIVE PER CENT OF OUR TAILORS ARE HAND  
NEEDLE WORKERS**

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5290

ORDER NO. 9850

DATE 2-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER **SCHAEFER TAILORING CO.**  
**CINCINNATI, OHIO**

1 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE

**PHOTO PLATIN WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **GEO. P. BITTNER - SCHAEFER TAILORS**

**NOT-CUR FINISHING AND EXAMINING DEPARTMENT**

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print ☒ Handcolor ☐ Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL No. **D-5291** ORDER NO.  
CUSTOMER **RIVIERA APARTMENTS**  
**KANSAS CITY, MO.**

DATE **2-17-1938**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**12½ M PC**

SIZE **3½ x 5½**

STYLE **ART COLORTONE, FULL FACE**  
*on 3 sides*

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

**THE RIVIERA - 229 WARD PARKWAY, —**  
**KANSAS CITY, MO.**

FRONT NO. **5** (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*See copy*

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SUBMIT RETOUCHED PHOTO FOR O.K.**

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. *negs* 120  
Dry — Wet — Pancromatic — Color Separation. *negs* 133  
Transfer — Paper Process — New Process. *negs* 150  
Stripping — White Border — Full Face. *negs* 175  
~~Blue Print~~ ~~Handcolor~~ Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*Must have retouched photo*  
*sent 2/11/38*

PHOTO RETURNED

TO

PHOTO USED FOR

*typ 1571*  
*H 145*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL No. D-5292 ✓ ORDER NO. 9858  
CUSTOMER PATTON APTS. AND HOTEL  
ST. PETERSBURG BEACH, FLORIDA

DATE Feb. 18, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN

FULL FACE

PLACE OF TITLE: Upper, ~~Lower~~ Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PATTON APARTMENTS AND HOTEL,  
ST. PETERSBURG BEACH, FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — ~~Retouched Photo~~ — Wash Drawing  
Follow Layout

REMOVE POLE AND WIRES. WIDEN ROAD PAVEMENT  
TAR OVER BRICK AND CUT LOWER FRONT SIDE DRIVE.  
BLOCK OUT MAIL BOX ON RIGHT AND ST. POST (GULF  
BLVD.) LEFT SIDE OF FOUNDATION - LOW SHRUBS  
PLANTS-ADD.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
~~Blue Print~~ ~~Handcolor~~ Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y.  
THE UNION NEWS CO.

NO. D-5293

ORDER NO. 9365

DATE 2-18-1938

25 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **No** R. M. **YES**

TITLE (IN FULL) ~~ROCKEFELLER~~ ROCKEFELLER  
CENTER, NEW YORK CITY

IMPRINT SAME AS ABOVE

*imprint*

THE UNION NEWS CO.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE OVER SKETCH.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

~~YES~~ RETURN PHOTO.

NOD-5293

FRANK E. COOPER, 258 BROADWAY, NEW YORK, N.Y. ORDER NO.  
THE UNION NEWS CO.

DATE 2-18-1938

25 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **NO** R. M. **YES**

TITLE (IN FULL) THE PULSATING ACTIVITIES  
OF THE NBC STUDIOS IN THE RCA BUILDING,  
WHERE RADIO PROGRAMS ARE BROADCAST OVER  
INNUMERABLE LINES TO MILLIONS OF  
LISTENERS EVERY DAY.

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE NEW PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ESTIMATE

DESCRIPTION	EST. TIME	DATE	TIME
1. 1000	5	2-18	1-11
2. 1000	7	2-18	1-11
3. 1000	82	3-7	3-11
4. 1000	31	2	3-11
5. 1000	30	32	3-18-38
6. 1000	29	32	3-23-38



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5294

ORDER NO. 9871

DATE 2-18-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER GOTHAM STEAMSHIP CORP.  
NEW YORK, N. Y.

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GOTHAM STEAMSHIP CORPORATION, ~~ROOM 601,~~

24 STATE STREET, NEW YORK, N.Y. *ant*

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

MAKE PHOTO CLEAR AND NAME "YANKEE" ON  
BOAT BE LEGIBLE IN PLACES AS SHOWN.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. D-5295 ORDER NO. 9920 DATE 2-23-1938

CUSTOMER HOLY NAME HOSPITAL  
TEANECK, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Make repro photo

COLOR DESCRIPTION

Rel 4/11/38

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. D-5296

ORDER NO. 9920

DATE 2-23-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOLY NAME HOSPITAL  
TEANECK, N. J.

I M POST CARDS

SIZE

3½ x 5½

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5  
(All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



## ADV. ORDER

DIAL No. D-5297

ORDER NO. 9920

DATE 2-23-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOLY NAME HOSPITAL  
TEANECK, N.J.

IM P.C.

SIZE

$$3\frac{1}{2} \times 5\frac{1}{2}$$

## STYLE

PHOTO PLATIN

FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full THE GROTT0,- HOLY NAME HOSPITAL,- TEANECK,  
N. J.

FRONT NO.

5

R. M.

Ye

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT: Customer

C. T. Imprime

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

### Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

### COLOR DESCRIPTION

## CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

ON

YES

RETURN PHOTO

PHOTO RETURNED

To

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5298 ORDER NO. 9920 DATE 2-23-1938

CUSTOMER HOLY NAME HOSPITAL, ~~TEANECK~~,  
TEANECK, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M P.C.

SIZE

3½ x 5½

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOLY NAME HOSPITAL, TEANECK, N.J.

in 1 line

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

red 4/11/38

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5299 ORDER NO. 9920 DATE 2-23-1938

CUSTOMER HOLY NAME HOSPITAL  
TEANECK, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I I M P.C.

SIZE

3 1/2 x 5 1/2

STYLE

PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE GROTTO, HOLY NAME HOSPITAL, TEANECK,  
N.J.

FRONT NO. 5

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO



## ADV. ORDER

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M P. C.

SIZE

 $3\frac{1}{2} \times 5\frac{1}{2}$ 

STYL PHOTO PLATIN FULL FACE

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full **HOLY NAME HOSPITAL,--TEANECK, N.J.**

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print → Handcolor → Black & White Proof. Titles—Red, Blue

### COLOR DESCRIPTION

27, August 1880 387

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO	YES	NO
1. Do you have a photograph of your child?		
2. Do you have a photograph of your child's mother?		
3. Do you have a photograph of your child's father?		
4. Do you have a photograph of your child's siblings?		
5. Do you have a photograph of your child's grandparents?		
6. Do you have a photograph of your child's other relatives?		
7. Do you have a photograph of your child's friends?		
8. Do you have a photograph of your child's teacher?		
9. Do you have a photograph of your child's school?		
10. Do you have a photograph of your child's neighborhood?		
11. Do you have a photograph of your child's community?		
12. Do you have a photograph of your child's country?		
13. Do you have a photograph of your child's world?		
14. Do you have a photograph of your child's future?		
15. Do you have a photograph of your child's past?		
16. Do you have a photograph of your child's present?		
17. Do you have a photograph of your child's life?		
18. Do you have a photograph of your child's death?		
19. Do you have a photograph of your child's resurrection?		
20. Do you have a photograph of your child's eternal life?		

PHOTO RETURNED

TO

PHOTO USED FOR

2,500—1-2-38

ret 4/11/58

④

157



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. D-5301 ORDER NO. 9920 DATE 2-23-1938

CUSTOMER HOLY NAME HOSPITAL  
TEANECK, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M P.C.

SIZE 3½ x 5½

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOLY NAME HOSPITAL, TEANECK, N.J.

*in one line*

FRONT NO. 5

(All of this on address side)

R. M. Yes ☒ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing

Follow Layout

*To customer*

*Make photo*

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175  
Screens

COLOR DESCRIPTION

*ret 4/11/38*

PHOTO RETURNED

TO

PHOTO USED FOR

*T VPC — N*



NO. D-5302

STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

ORDER NO. 9434

DATE 2-10-1939

6 M° ART COLORTONE PICTURES SIZE 5 x 7 (ALL OF THIS ON THE PICTURE SIDE)	FULL FACE (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. NONE R. M.
TITLE (IN FULL)	IMPRINT SAME AS ABOVE
	TITLE: GOLDEN GATE BRIDGE
	PRIV. NO. BEFORE TITLE: 5010
	SMALL TYPE: Copyright Stanley A. Piltz
	PHOTO PROPERTY OF CUSTOMER

## COLOR DESCRIPTION

USE PHOTO NO. D-4707. SEE INSTRUCTIONS ATTACHED. WATCH COLORS IN SKY SO  
THEY WILL <sup>also</sup> FIT POST CARD WHEN REDUCED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

DATE RECEIVED	5	9	2
DATE RECEIVED	8	2	
DATE RECEIVED	225	26	
DATE RECEIVED	203	16	2-28
DATE RECEIVED			3-2

DATE RECEIVED

DATE RECEIVED

By

MANE VER

Change to LV Dept.

DATE RECEIVED

DATE RECEIVED	2/2	DATE RECEIVED in Cost Dept.
DATE RECEIVED	1	
DATE RECEIVED	1	
DATE RECEIVED	1	

*[Handwritten signature]*



WOODCOCK MFG. CO., HOT SPRINGS NATIONAL PARK, ARK.  
I'M WORTH FRAMING

NO. D-5303

ORDER NO. 9972

DATE 2-25-1938

5 M PICTURES 7x11 ART COLORTONE

FULL FACE

WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. NO

TITLE (IN FULL) GORGE ROAD, HOT SPRINGS  
NATIONAL PARK, ARK.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H2802/

Platin OBH670

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,784,774

ATTENTION!

2  
Please see to it that your negatives are in harmony with other to make an attractive set.

*Let's see  
for one*

434

MAR 4 1938

DATE	TIME	NO.	TIME
MAR 4 1938		MAR 4 1938	
18	1/2	2-7	2-8
82		3-8	3-9 AT
3			15. 16. 17.
207	16	3-25	3-30.

17

166



WOODCOCK MFG.CO.,HOT SPRINGS NATIONAL PARK,ARK.  
I'M WORTH FRAMING

NO. D-5304

ORDER NO. 9972

DATE 2-25-1938

6 M PICTURES 7x11 ART COLORTONE

FULL FACE

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

NO

IMPRINT

SAME AS ABOVE

TITLE (IN FULL)

VIEW FROM HOT SPRINGS

MOUNTAIN,HOT SPRINGS NATIONAL PARK, ARK.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 4A-E2010.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION

2

ONLY THE PHOTOGRAPH IS TO BE  
RETURNED TO THE PHOTOGRAPHY  
STORE. IT IS THE CUSTOMER'S  
DUTY TO RETURN THE PHOTOGRAPH  
IN THE ORIGINAL WRAPPING  
TO MAKE AN IMPROPER SET

ESTIMATE				
DESCRIPTION	EST. TOL.			
CONSTRUCTION OF SET UP				
		4		
	13	1	7-8	3-12 8
	83		3-14	3-15 4
	22	3		
	202	16	3-25	3-30

DATE ORDERED

DATE PAID

13

18.7

169



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5305

ORDER NO. 9996

DATE 2-26-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ADAMS STATE GARAGE, INC.  
CHICAGO, ILLINOIS

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN FWHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ADAMS STATE GARAGE - S.W. CORNER ADAMS  
& WABASH, CHICAGO

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE TISSUE ATTACHED.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. D-5306

ORDER NO. 9981

DATE 2-25-1948

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER DYKES LUMBER CO.

NEW YORK, N.Y.

25 M ~~TEXT~~ INSERTS SIZE 3 1/2 x 6

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. NO (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

make DK. Blue impression  
make Red impression

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5307 ✓ ORDER NO. 10026 DATE 3-8-1938

CUSTOMER WHITE FUEL CO.,  
BOSTON, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M BUS. CDS. SIZE 3½ x 2 5/16

STYLE ~~3XXXX~~ ART COLORTONE  
FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

RECENTLY COMPLETED MILLION DOLLAR  
PLANT OF THE WHITEFUEL CORPORATION, BOSTON

FRONT NO.

NONE

(Call of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

REDUCE COLOR PLATES OF 8A-H229 USING PORTION  
OF CARD AS MARKED ON BLUEPRINT ATTACHED.

MAKE NEW BLACK PLATE.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — ~~Handcolor~~ — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



KLING STATIONERY CO., LOUISVILLE, KY.

NO. D-5308

ORDER No. 9499

DATE 3-1-1938

12 M 500 LARGE BOOK COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. NO

TITLE (IN FULL) BEAUTIFUL LOUISVILLE, KENTUCKY  
"AMERICA'S FRIENDLIEST CITY"

IMPRINT SAME AS ABOVE

FRONT: AN EXCITING FINISH AT CHURCHILL  
DOWNS, LOUISVILLE, KY.

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 4A-H864.

NO. D-5308

KLING STATIONERY CO., LOUISVILLE, KY.

ORDER No. 9499

DATE 3-1-1938

12 M 500 LARGE BOOK COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) TOBACCO FIELD, NEAR  
LOUISVILLE, KY.

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H3276. use plate 7A113276

Large layout

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HAND COL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,202,776

5 X 13 3/4

4 3/4 X 6 3/4  
+ 1/8"

ESTIMATE

DESCRIPTION	QTY	UNIT PRICE	TOTAL	REMARKS
COPIES OF PHOTO	2	7	14	3-24
REPRODUCTION	8	1	8	4-48
PROOF	1	1	1	4-48
ARTIST FEEL	27	14	378	4-48



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5309 ORDER NO. 10060 DATE 3-1-1938

CUSTOMER ADVERTISING DEPARTMENT  
CURT TEICH & CO.  
1733-1755 W. IRVING PK. BLVD.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M BLOTTERS SIZE 3 3/8 x 6 1/4

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NO TITLE.

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Copyright 1938 by Curt Teich & Co., Chicago, U.S.A.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*Sketch*

PHOTO RETURNED

TO

PHOTO USED FOR

*R*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5310 ✓ ORDER NO. 10060 DATE ~~5-13~~ 5-1-1938

CUSTOMER ADVERTISING DEPARTMENT  
CURT TEICH & COMPANY  
1733-1755 W. IRVING PK. BLVD.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M BLOTTERS SIZE 3 3/8 x 6 1/4

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NO TITLE

Copyright 1938 by Curt Teich & Co., Chicago, U.S.A.

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

*Push*

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
 PHOTO PROPERTY OF C. T. & CO.  
 NO  
 YES  
 RETURN PHOTO

DIAL NO. D-5311 ORDER NO. 10060 DATE 3-1-1938

 DEPT.  
 RETOUCHING  
 ENGRAVING  
 PHOTO LITHO  
 COMPOSING  
 LITHO ART

DATE COMPLETED

 CUSTOMER ADVERTISING DEPARTMENT  
 CURT TEICH & COMPANY  
 1733-1755 W. IRVING PK. BLVD.  
 CHICAGO, ILLINOIS

 Photos for  
 this Customer

2 M BLOTTERS SIZE 3 3/8 x 6 1/4

STYLE ART COLORTONE WHITE BORDER

 PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
 Title in Plate Yes No Copyright in Plate Yes No  
 Title in full NO TITLE

 (All of this on address side)  
 FRONT NO. NONE R. M. Yes No  
 R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
 Trade Mark Yes No Special type as sample  
 IMPRINT: Customer C. T. Imprint No Imprint

Copyright 1938 by Curt Teich &amp; Co., Chicago, U.S.A.

## RETOUCHING DEPARTMENT

 Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
 Follow Layout

 Negative — Line — Halftone — Combination. 120  
 Dry — Wet — Pancromatic — Color Separation. 133  
 Transfer — Paper Process — New Process. 150  
 Stripping — White Border — Full Face. 175  
 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

## COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

 5x7  
 1733-1755  
 1733-1755

4



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5312 ORDER NO. 10060 DATE 3-1-1938

CUSTOMER ADVERTISING DEPARTMENT  
CURT TEICH & COMPANY  
1733-1755 W. IRVING PK. BLVD.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M BLOTTERS SIZE 3 3/8 x 6 1/4

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NO TITLE

Copyright 1938 <sup>By</sup> Curt Teich & Co., Chicago, U.S.A.

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

*Rush*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



5X7

KLING STATIONERY CO., LOUISVILLE, KY.

NOP-5313

ORDER NO. 9498

DATE 3-1-1938

12 M 500 BOOK VIEW ART COLORTONE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) MAP OF LOUISVILLE, KY.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M. NO  
IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CHANGE NUMERICAL FIGURES ON MAP AND CORRESPONDING FIGURES ON  
READING MATTER ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,778

*[Large handwritten signature]*

*[Handwritten X mark]*

2  
10

*[Faint, mostly illegible text and markings on the bottom left of the page, possibly a receipt or additional order information.]*



29

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

DIAL No. D-5314

ORDER NO. 10060

DATE Mar. 3, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
ADVERTISING DEPARTMENT  
CURT TEICH & COMPANY  
1733-1755 W. IRVING PARK BLVD.  
CHICAGO, ILLINOIS

2 M BLOTTERS

SIZE

3 3/8 x 6 1/4

STYLE Art Colortone WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NO TITLE

FRONT NO.

NONE

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Copyright 1938 by Curt Teich & Co., Chicago, U.S.A.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5315 ORDER NO. 10545 DATE Mar. 3, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER ST. JOSEPH HOSPITAL  
SYRACUSE, NEW YORK

Photos for  
this Customer

2 M POST CARDS SIZE 3 1/8 x 5 1/8

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

ST. JOSEPH HOSPITAL, SYRACUSE, NEW YORK

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

MAR 7 1938

167



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5316

ORDER NO. 10112

DATE 3-4-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER NORTH LOUISIANA SANITARIUM  
SHREVEPORT, LOUISIANA

4 M POST CARDS

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATTN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NORTH LOUISIANA SANITARIUM, SHREVEPORT,  
LA.

FRONT NO. 5  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

THE LARGE TREES IN FRONT OF SANITARIUM ARE JUST BEGINNING TO LEAF OUT. THE SHRUBBERY IS GREEN  
THE BUILDING IS OF BRICK.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

MAR 7 1938

15  
167



F.W.WOOLWORTH CO., RICE LAKE, WISCONSIN

NO. D-5317

ORDER NO. 10572

DATE 3-7-1938

11M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RICE LAKE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMERS

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,279

ATTENTION!

Order for the above. Please  
see to it that the order is  
filled in full. If you are  
in the house with the order  
to make an accurate record.

DATE	TIME	DATE	TIME
MAR 11 1938		MAR 11 1938	
9	2 1/2	3-11	3-17 2
12		3-18	3-18 5

By \_\_\_\_\_  
By \_\_\_\_\_



DATE 3-7-1938

I M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RICE LAKE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ESTIMATE

Can. Dept. of Ind.

[illegible]

END OF DOCUMENT

1907

5-177



F. W. WOOLWORTH CO., RICE LAKE, WISCONSIN

NO. D-5319

ORDER NO. 10572

DATE 3-7-1938

I M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKESIDE VIEW RESORT, RICE  
LAKE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

DATE	QUANTITY	UNIT PRICE	TOTAL	DATE
MAR 9 1938				MAR 9 1938
	205	2	3-9	3-16
	8		3-5	3-16

DATE RECEIVED

DATE PAID

DATE RECEIVED

DATE PAID



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5320 ORDER NO. 10135 DATE 3-7-1938

CUSTOMER WELLS & CO., INC.  
BOSTON, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

4 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{8}$

STYLE PHOTO VARICOLOR FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR



587

NO. D-5321

MARKEN & BIELFELD, INC., FREDERICK, MARYLAND

ORDER NO. 10149

DATE 3-7-1938

25 MLARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. NO

TITLE (IN FULL) VIEWS OF SKYLINE DRIVE AND  
SHENANDOAH NATIONAL PARK, VIRGINIA

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO.  
WE WANT THE MOUNTAIN IN THE BACKGROUND BROKEN, AS WE INDICATED IN PENCIL AND  
TO SHOW A VALLEY, REMOVING THAT PORTION THAT HAS BEEN MARKED OUT.

NO. D-5321

MARKEN & BIELFELD, INC., FREDERICK, MARYLAND

ORDER NO. 10149

DATE 3-7-1938

25 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. NO

TITLE (IN FULL) TUNNEL ON SKYLINE DRIVE,  
SHENANDOAH NATIONAL PARK, VA.

IMPRINT ~~XXXXXXXX~~ MADE IN C.T. ART COLORTON  
(REG. U.S. PAT. OFF) ONLY BY CURT TEICH &  
CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 5A-H2123

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

7011

MAR 10 1938

OPERATION	EST. TIME	ACT. TIME	REMARKS
CHANGING FILM & SET UP			
EXPOSURE	6		
RE-LOADING	6		
PHOTO-PRINT			
PRINTING	3-22	3-25	
GRAVING			
HAND COLORING	32 3	3-28	
	210 28	4-6	4-14

DATE RECEIVED \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE RETURNED \_\_\_\_\_

DATE PAID TO CUSTOMER \_\_\_\_\_

DATE PAID TO CUSTOMER \_\_\_\_\_



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5322 ORDER NO. 10557 DATE 3-7-1938

CUSTOMER NORTH AMERICAN ~~XXX~~ DIE WORKS  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M VIEWS

SIZE 2 x 2 ½ (2 subjects)

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full COOLIDGE DAM, ARIZ.  
BOULDER DAM, NEV.

FRONT NO.

NONE

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

R.  
10. 1/2  
Jui 3  
2001  
184

#24



30  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5323 ✓ ORDER NO. 3-7-1938 DATE 10557

CUSTOMER NORTH AMERICAN DIE WORKS,  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M

SIZE

2 x 2 ( 2 VIEWS )

STYLE

ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF TRAVERSE CITY, MICH.

SOUVENIR OF ROCKFORD, ILL.  
SINNISSIPPI PARK

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

2M-1-2-37

L.  
S. 1/2  
Ret 3  
2 3/4  
A8

R

4-2  
4-1

177



211  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. **ADV. ORDER**

DIAL No. **D-5324** ORDER NO. **10557** DATE **3-7-1938**

CUSTOMER  
**NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**12½ M** VIEWS SIZE **2 x 2** **1** (2 subjects) STYLE **ART COLORTONE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **NORRIS DAM, TENN.  
SMOKY MTS.**

FRONT NO. **NONE** (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

211  
So. 1/2  
Rd. 4  
216 3/4  
A8

177



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5325 ORDER NO. 10557 DATE 3-7-1938

CUSTOMER NORTH AMERICAN DIE WORKS,  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M

SIZE 2 x 2 (1 SUBJECT)

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SOUVENIR OF COLUMBUS, MISS. PEYTON  
HALL

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



21

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OFRETURN PHOTO  
YES  
NO

DIAL No. D-5326 ORDER NO. 10557 DATE 3-8-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N.Y.DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M

SIZE VIEWS 2 x 2 (1 subject)

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF DECATUR  
ADMINISTRATION BUILDING

FRONT NO.

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



21

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5326

ORDER NO. 10557

DATE 3-7-1938

DEPT.

DATE COMPLETED

CUSTOMER

NORTH AMERICAN DIE WORKS  
NEW YORK, N. Y.RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ARTPhotos for  
this Customer

12½ M

SIZE 2 x 2 (I SUBJECT)

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MAN O' WAR

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

## PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

## DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. &amp; CO.

RETURN PHOTO YES NO



## ADV. ORDER

5328

ORDER NO. 10585

DATE 3-7-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER

MISS N. C. OXTON

HOTEL EDWARD

PIGEON COVE, MASSACHUSETTS

1 M POST CARDS SIZE 3 $\frac{1}{2}$  x 5 $\frac{1}{8}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate			Copyright in Plate		
Yes	No		Yes	No	

Title in full THE HOTEL EDWARD -- PIGEON COVE, MASS.

FRONT NO. 5

(All of this on address side)

R. M.



No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

### Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — ~~Layout~~ — Retouched Photo — Wash Drawing

### Follow Layout

SEE LAYOUT ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print—Handcolor—Black & White Proof. Titles—Red, Blue

### COLOR DESCRIPTION

PHOTO RETURNED

To

PHOTO USED FOR

## CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

ON

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL NO. D-5329

ORDER NO. 10585

DATE Mar. 7, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER MISS N. C. OXTON  
HOTEL EDWARD  
PIGEON COVE, MASSACHUSETTS

I M POST CARDSN SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP - OCEAN VIEW FROM THE HOTEL EDWARD  
BOT - PIGEON COVE, ROCKPORT, MASS.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW LAYOUT ATTACHED.

PHOTO RETURNED  
TO  
PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. D-5330 ORDER NO. 10150 DATE 3-7-1938

CUSTOMER SIGNODE STEEL STRAPPING CO.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M DOUBLE P.C. SIZE 5½ x 7

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SIGNODE ONE MAN CAR DOOR OPENER  
(ETC. AS PER COPY)

FRONT NOSPECIAL (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

VERY VERY RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

Lc 3½  
Rt 5½  
dc 1½  
Jh 9

X  
Gm

make red impression

27  
7  
10



21

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. D-5333 ORDER NO. 10154 DATE 3-8-1938

CUSTOMER THE CLEVELAND PUNCH & SHEAR WORKS CO.  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M DOUBLE P.C. SIZE ~~3 1/2~~ 5 1/2 x 7

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WE MAKE PUNCHES AND DIES FOR ALL THE  
SHAPES SHOWN (ETC. AS PER COPY)

FRONT NO SPECIAL (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ONE FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*Photo not  
3/19/41  
MD*

*11-11-41 red punch*

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO  
YES  
NO

3

10

*500  
D. 3 1/2  
20 E B  
10*



MARKEN & BIELFELD, INC., FREDERICK, MD.

NO. **D-5334**

ORDER NO. **10603**

**3-8-1938**

DATE

**6** M BOOK COVER

**8 x 5 1/2**

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

NO

OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

**SKYLINE DRIVE (20 Degrees**

**cooler) SHENANDOAH NATIONAL PARK, VA.**

FRONT NO.

R. M. **YES**

IMPRINT

**NONE**

PHOTO PROPERTY OF

**CUSTOMER**

COLOR DESCRIPTION

SEE SKETCH ATTACHED. WITH THE CORRECTION THAT VIEW IS TOO FLAT AND DOES

NOT SHOW DEPTH AS VALLEY IS 1800 to 2000 FEET BELOW ROCK IN FOREGROUND  
MAKE THIS VIEW SHOW DEPTH. IT LOOKS ALMOST FLAT AS IT IS.

IN BRACKET JUST BELOW DRIVE ON COVER, IN SMALL TYPE PUT **THE (20° cooler)**

**YES**

MARKEN & BIELFELD, INC., FREDERICK, MD.

NO. **D-5334**

ORDER NO. **10603**

**3-8-1938**

DATE

**6** M BOOK COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

NO

(ALL OF THIS ON THE ADDRESS SIDE)

YES

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

**(COMPLETELY BLANK)**

TITLE (IN FULL)

FRONT NO.

R. M. **YES**

IMPRINT

**NONE**

PHOTO PROPERTY OF

**CUSTOMER**

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS © PAT. NO. 1,297,776

*Lay out in large  
P file*

*20*

*20*

*9*

*4*

*6*

*3-11*

*4-10-38*

*82*

*4-15*

*4-16-38*

*32*

*2 1/2*

*16*

*4-18*

*11-3*  
*36-3*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

DIAL No. D-5335 ORDER NO. 10205 DATE 3-9-1938

CUSTOMER HOTEL STANLEY  
LAKEWOOD, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 LETTERHEADS

SIZE

8 1/2 x 11

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HARRY AND FRIEDA COHEN PRESENT -  
(ETC. AS PER COPY)

FRONT NO. NO

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

## COLOR DESCRIPTION

SEE SKETCH ATTACHED.

## MAKEOVER

Charge to CUSTOMER Dept.

EST. Makeover Time Required

	TIME	
RETOUCHING	0	Time Required to Get Out
PHOTO LITHO	1	Cost
COMPOSING		By
ART LITHO		
ENGRAVING		

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

2  
1  
2  
15

*Signature*

*Signature*

1269



FERGUSON NEWS CO., LEXINGTON, KY.

NO. D-5336

ORDER NO. 10224

DATE 3-10-1938

12 M 500 GUIDE BOOK COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

FRONT (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) ~~SUBTITLED~~  
KENTLAND ASSOCIATION  
RUNNING TRACK, LEXINGTON, KY.

IMPRINT  
SAME AS ABOVE

TITLE OF BOOK - BLUE GRASS  
STOCK FARMS NEAR LEXINGTON, KENTUCKY  
COPYRIGHT 1938 BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF  
C.T.

COLOR DESCRIPTION

USE PHOTO NO. 6A-H1867

*Large Canyon*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

NO. D-5336

ORDER NO. 10224

FERGUSON NEWS CO., LEXINGTON, KY.

DATE 3-10-1938

12 M 500 GUIDE BOOK COVERS  
(ALL OF THIS ON THE PICTURE SIDE)

BACK (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) PRD IN OLD KENTUCKY  
BOT-MAN & WAR, THE WONDER HORSE

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF  
C.T.

COLOR DESCRIPTION

*use photo 3A-H230*  
USE PHOTO NO. 3A-H230.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*see Book by Teich*

*10 14 3-26 7-92*  
*8v 4-4 8-5-2*  
*22 15 4-7*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5337

ORDER NO. 10228

DATE 3-10-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER LEE HEIGHTS CLEANERS, INC.  
CLEVELAND, OHIO

50<sup>M</sup> BLOTTERS

SIZE

3 1/2 x 6

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full LEE HEIGHTS - DRY CLEANERS AND DYERS  
(ETC., AS PER COPY)

FRONT NO. NO R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

MAKE BLDG. LIGHTER. MAKE PHONE NO. STAND OUT PLAINER. CUT OUT "PHOEN" AND ABBREVIATE  
THE EXCHANGE TO "YEL", AND SET COPY JUST ABOVE IN SMALLER TYPE PUTTING SOME SPACE  
AROUND THE PHONE NO. TO STRESS IT.

make yes impression  
make DK Blue impression  
of 3.00.

Photo ret 4/19/38

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 14 1938



SANBORN SOUVENIR CO., DENVER, COLO.

NO. D-5338

ORDER NO. 10245

DATE 3-11-1938

6 M PICTURES 7 x 11 ART COLORTINE

~~WHITE BORDER~~

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

TITLE (IN FULL) WILL ROGERS SHRINE OF THE  
SUN ON CHEYENNE MOUNTAIN

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES.

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,759,079

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all sets or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

MAKEOVER

Charge to L.V. Dept.

EST. Makeover Time Required

REPAIRING	TIME	DATE
PAINTING		APR 11 1938
COATING		
REPAIRING	3	
PAINTING		

Take Receipt in Cash Dept.

APR 11 1938

By

By

*[Signature]*

4/18

124



NO. **D-5339**

ASHEVILLE POST CARD CO., ASHEVILLE, N.C.

ORDER NO. **10246**

DATE **3-11-1938**

**25 M CHRISTMAS FOLDERS**

**C.T. ART COLORTONE**

*Size 8 x 10 1/4*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **NO**

R. M. **YES**

TITLE (IN FULL) **GREETINGS FROM THE MOUNTAINS**

IMPRINT **NONE**

PHOTO PROPERTY OF

**C.T.**

COLOR DESCRIPTION

**SEE INSTRUCTIONS AND SKETCH ATTACHED.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

*[Faint, mostly illegible text and markings on the back of the card, including a large handwritten '101' and dates '3-16' and '3-18'. There are also some faint lines and a signature at the bottom.]*



## ADV. ORDER

— DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED \_\_\_\_\_

Photos for  
this Customer

CUSTOMER REV. J. GRAYSON JONES, PASTOR  
CALVARY FULL GOSPEL CHURCH, INC.  
FREELAND, PENNSYLVANIA

I M POST CARDS      SIZE      3½ x 5½

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE : Upper, Lower, Center—Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full **XXLIGHTXREBSXXINXXXDARKXREXEE**

XXXXX

SALVARY FULL GOSPEL CHURCH, —  
FREELAND, PA.

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

### Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

### COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

ON

YES

RETURN PHOTO

PHOTO RETURNED

---

To

PHOTO USED FOR

MAR 15 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5341

ORDER NO. 10285

DATE 3-12-1938

DEPT.

DATE COMPLETED

CUSTOMER GEORGE GRANT OPTICAL CO.  
SEATTLE, WASHINGTON

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TO REMIND YOU OF OUR NEW LOCATION

GEORGE GRANT OPTICAL CO. — 1417 5TH AVE., SEATTLE

NEXT TO BLUE MOUSE THEATRE

See sat up inside

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

MAR 15 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5342 ORDER NO. 10288 DATE 3-12-1938

CUSTOMER BURNS BRICK CO.  
MACON, GEORGIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS

SIZE

3 1/8 x 5 1/8

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE MOUNT VERNON, 9 MILES NORTH OF  
MACON, GEORGIA, — ON ~~Highway~~ ATLANTA HIGHWAY

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 2

Ref

MAR 15 1938

45

181



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5343

ORDER NO. 10317

DATE 3-15-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER MALLEABLE IRON FITTINGS COMPANY  
BRANFORD, CONNECTICUT

6 M DOUBLE PC.

SIZE

5 1/2 x 7

STYLE ART COLORTONE

FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

FRONT NO. SPECIAL

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

Rush

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5344 ORDER NO. 10317 DATE 3-15-1938

CUSTOMER MALLEABLE IRON FITTINGS COMPANY  
BRANFORD, CONN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 <sup>M</sup>DOUBLE P.C.

SIZE

5 1/2 x 7

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. SPECIAL 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*Red*

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5345 ORDER NO. 10747 DATE 3-16-1938

CUSTOMER MEDFORD AUTO CO., INC.

MEDFORD, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M P.C.

SIZE

3 1/2 x 5 1/2

GROUP 2

STYLE

PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MEDFORD AUTO CO., INC. - 27 HARVARD  
ST. WEST MEDFORD, MASS. (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

*Take out this space.*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

*Truck*

MAKEOVER

Change to

EST. Makeover Time Required

TIME

Time Required (in days)

MAR 30 1938

Date

MAR 21 1938

HC 1 1/4

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

2,500—1-2-38



WARM SPRINGS PHARMACY, WARM SPRINGS, GA.

NO. D-5346

ORDER NO. 10350

DATE 3-16-1938

4 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6 /

R. M. NO

TITLE (IN FULL) THE LITTLE WHITE HOUSE,  
WARM SPRINGS, GA.

IMPRINT NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

TAKE OUT WHITE LETTERING AND WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ESTIMATE

Cost Days. Checked

MAR 21 1938

DATE

	EST. TIME		DATE	DATE
	Est. No.	Time Allowed	ESTIMATED	COMPLETED
REVOLVING	329	2	MAR 21 1938	MAR 21 1938
PHOTO PLATIN	82		3 - 26	3 - 28 42.
REVOLVING				
PHOTO PLATIN				
REVOLVING				
PHOTO PLATIN				
REVOLVING				
PHOTO PLATIN				

DATE RECEIVED OK'D DATE PAID

M

189



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5347 ORDER NO. 10390 DATE 3-18-1938

CUSTOMER WOODSTOCK INN  
WOODSTOCK, VT.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

5 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE WOODSTOCK INN - WOODSTOCK, VERMONT

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PRATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



29

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5348

ORDER NO. C03323

DATE 3-21-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER MIDWEST GROCERY CO.  
CHICAGO, ILLINOIS

6 M PICTURES

SIZE

8" x 4"

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MIDWEST GROCERY CO.  
ONE OF AMERICA'S LARGEST GROCERS' CO-OPERATIVES  
(ETC. AS PER COPY)

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

RETURN PHOTO YES NO

PHOTO USED FOR

PHOTO RETURNED

TO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

DIAL NO. D-5349

ORDER NO. 10429 DATE 3-22-1938

CUSTOMER BEVERLEY BEACH CLUB, INC.  
MAYO, MARYLAND

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS

SIZE

$3\frac{1}{2} \times 5\frac{1}{2}$

GROUP 3

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BEVERLEY BEACH CLUB, INC., - MAYO,  
MARYLAND

FRONT NO. 5

(All of this on address side)

R. M.

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

*Photos to Bill  
11/30/43*

PHOTO RETURNED

TO

PHOTO USED FOR

*L.O. 1  
Ret. 3*

*Pm*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. D-5350 ORDER NO. 10428 DATE 3-22-1938

CUSTOMER J.K.PIRIE ESTATE  
BARRE, VERMONT

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch — ☐ Layout — ☒ Retouched Photo — ☐ Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5351 ORDER NO. 10428 DATE 3-22-1938

CUSTOMER J.K. PIRIE ESTATE  
BARRE, VERMONT

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

DIAL No. D-5352 ORDER NO. ☒ 10428 DATE 3-22-1938

CUSTOMER J.K. PIRIE ESTATE  
BARRE, VERMONT

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. need 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print ☒ Handcolor ☒ Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

7  
M

5.  
#193



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5353 ORDER NO. 10423 DATE 3-22-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER DYKES LUMBER COMPANY  
NEW YORK CITY, NEW YORK

Photos for  
this Customer

China White  
25 ~~MESS~~ SHEETSSIZE 8 1/2 x 11

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ALL OVER NEW YORK - DYKES LUMBER CO.  
(ETC. AS PER COPY)

(All of this on address side)  
FRONT NO. NONE R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



order for this camera. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

Larry Bush







HAYNES PICTURE SHOPS, INC., ST. PAUL, MINN.

NO. D-5356

ORDER NO. 10475

DATE 3-24-1938

12 M 500 ~~XXXXXX~~ CORRESPONDENCE CARDS 4 1/2 x 6

ART COLORTONE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) YELLOWSTONE NATIONAL PARK

SMALL TYPE: HAYNES, INC.

NO ALL OF THIS ON THE ADDRESS (SIDE)

FRONT NO.

R. M.

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

COLORING IS TOO VIVID. THE SKY IS SO DARK IT IS ALMOST BLACK, WHEREAS IT SHOULD BE COBALT BLUE LIKE THE OTHER TWO CARDS, OR IT COULD BE A SHADE OR TWO DARKER THAN THE OTHER TWO CARDS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,775

ATTENTION!

3 Subjects on order for this order. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

By	ESTIMATE	Cost Dept. Checked
For		
DATE	EST. TIME	DATE
Check No.	Time	Check No.
4	1 op 11 4-12	4-14
82	4-14	4-14
21 1/2	4-14	4-14
211 4	4-25	4-26

3 inch

Rec'd by

Halt 11:4 AM



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5357 ORDER NO. 10466 DATE 3-29-1938

CUSTOMER RICKETTS RESTAURANT,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PB GROUP 2 SIZE 3½ x 5½

STYLE PHOTO PLATIN, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RICKETTS (AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5358 ORDER NO. 10859 DATE 3-24-1938

CUSTOMER LAMBERT GARDENS  
PORTLAND, OREGON

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

100 M CIRCULARS SIZE 6 1/8 x 7 3/4

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full LAMBERT GARDENS (ETC. AS PER COPY)

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE PHOTOS NO. 6A-H402, 403, 404 & 405.

SEE LAYOUT & COPY ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

image DK Blue impression

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. D-5359 ORDER NO. 10865 DATE 3-25-1938

CUSTOMER BIEHL'S WAGON & AUTO BODY WORKS  
READING, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

I <del>IX</del> <sup>M</sup> POST CARDS	SIZE	3 1/2 x 5 1/2	STYLE	PHOTO PLATIN WHITE BORDER
(All of this on address side)				
PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout				
Title in Plate Yes No Copyright in Plate Yes No				
Title in full A CONTINUOUS LINE OF "QUALITY" COACH				
BUILDERS SINCE 1820				
BOT-BIEHL'S AUTO BODY WORKS, INC., - READING, PENNSYLVANIA				
RETOUCHING DEPARTMENT				
Submit — Sketch — Layout — Retouched Photo — Wash Drawing				
Follow Layout				
BLOT OUT BACKGROUND SHOWING ONLY THE CAR.				
Negative — Line — Halftone — Combination.				
Dry — Wet — Pancromatic — Color Separation.				
Transfer — Paper Process — New Process.				
Stripping — White Border — Full Face.				
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue				

COLOR DESCRIPTION



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5360 ORDER NO. 10866 DATE 3-25-1938

CUSTOMER HOLLYWOOD PRESBYTERIAN HOSPITAL  
LOS ANGELES, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

SEE TISSUE ATTACHED TO PHOTO.

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAKE OVER

MAR 31 1938

1	AW

11  
12

2134

4 199



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5361

ORDER NO. 11012

DATE 3-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BARCEY STUDIOS  
PHILADELPHIA, PA.

M H.C. PROOF SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DEEP SEA FISHING, CAPTAIN JOHNSON,  
CAPE MAY, N.J.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

RETOUCH AS LITTLE AS POSSIBLE.  
BE SURE TO RETAIN LIKENESS.

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

PHOTO RETURNED  
TO  
PHOTO USED FOR

MAKEOVER

Change to RET. Dept.

1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2
1/2	1/2	1/2	1/2

MAKEOVER

Change to RET. Dept.

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2

1/2 1/2 1/2 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5362 ORDER NO. 11014 DATE 3-25-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M500 CHINA WHITE SIZE 2 x 2 STYLE ART COLORTONE  
SHEETS

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF DANVILLE, VA. THE LAST  
CAPITOL OF THE CONFEDERACY

SOUVENIR OF MIDDLESBORO, KY. COAL HOUSE

FRONT NO. NO (All of this on address side) Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

DIAL No. D-5363 ORDER NO 11014

DATE 3-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

2x2

12 M 500 CHINA WHITE SHEETS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF WINSTON-SALEM, N.C. PILOT MT.

SOUVENIR OF MINNEAPOLIS, MINN. MINNEHAHA FALLS

FRONT NO. NO (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

211  
A 8 1/4

#24

5

12



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5364 ORDER NO. 11014 DATE 3-25-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 CHINA WHITE SHEETS SIZE

3 1/2 x 5 1/2

STYLEART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF AUGUSTA, ME. STATE CAPITOL  
SOUVENIR OF MISSOURI STATE CAPITOL JEFFERSON CITY

FRONT NO. NO

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. D-5365 ORDER NO. 11014 DATE 3-25-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N.Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 CHINA WHITE SIZE  
SHEETS

*52 Subjects*  
*2x2*

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BIRTHPLACE OF WOODROW WILSON  
STAUNTON, VA. SOUVENIR OF BALTIMORE, MD. FRANCIS  
SCOTT KEY MONUMENT

FRONT NO. NO (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RETURN PHOTO  
YES  
NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. **D-5366**

ORDER NO. 11014

DATE 3-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

12 ~~500~~ CHINA WHITE SHEETS SIZE ~~2 1/2 x 3 1/2~~ 2x2

STYLE

ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SOUVENIR OF ST. LOUIS, MO. JEFFERSON  
MEMORIAL HOME OF COL. LINDBERGH TROPHIES  
SOUVENIR OF ST. LOUIS, MO. FOREST PARK

FRONT NO. NO (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

*Put in plate with D5366*

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5367 ORDER NO. 11014 DATE 3-25-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 CHINA WHITE SHEETS SIZE 2x2

STYLE

ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

SOUVENIR OF CHARLOTTESVILLE, VA. MONTICELLO HOME  
OF THOS. JEFFERSON

FRONT NO. NO

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

22

2004  
1/4

22  
1/4

#24

make new offsets

X



LAEGELER PHARMACY, HIGHWOOD, ILL.

NO. D-5368

ORDER NO. 10906

DATE 3-29-1938

1 M POST CARDS

C.T. PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) CAMP AREA, FT. SHERIDAN, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

TAKE OUT SIGN ON RIGHT WITH LETTERING ON TOP OF ~~WOODEN~~ BULLETIN BOARD. ASH CAN OUT. BRING FLAG OUT MORE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS © PAT. NO. 1,297,778

By 887  
Date 3-29-38

OPERATION	EST. TIME		DATE	DATE
	Check No.	Time Allowed		
CAMPING, TIME SET UP			MAR 30 1938	MAR 30 1938
RELOCATING	89	1 1/2		
PHOTOGRAPHING	89		4-7	4-6
RELOCATING				
PHOTOGRAPHING				
RELOCATING				
PHOTOGRAPHING				
RELOCATING				
PHOTOGRAPHING				

By 887  
Date 3-29-38  
By 887  
Date 3-29-38

198



NO. **D-5369**

ORDER NO. 11087

DATE 3-30-1938

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **NO** R. M. **YES**

TITLE (IN FULL) **SOUVENIR OF SPOKANE  
WASHINGTON**

IMPRINT SAME AS ABOVE

Front: Paulsen Medical and Dental  
Building

Copyright 1938 by Curt Teich & Co., Inc.  
Chicago, U. S. A.

PHOTO PROPERTY OF C. T. & CO.

### COLOR DESCRIPTION

USE PHOTO NO. 6232-29 *for colors*

NO. **D-5369**

ROBBINS-TILLQUIST CO., SPOKANE, WASH.

ORDER NO. 11087

DATE 3-30-1958

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No **NO** R. M. **YES**

TITLE (IN FULL) SPOKANE LOWER FALLS AND POWER  
STATION, W.W.F. CO.

IMPRINT MADE ~~IN THE UNITED STATES~~  
 THE U.S. PAT. OFF. DESIGNED BY CURT TEICH &  
 CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

### COLOR DESCRIPTION

USE SAME PHOTO AS USED ON BACK OF D-4079

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

OPERATION	EST. TIME			
	Clock No.	Time Allowed		
CORRECTING THE PLAN				
SURVEY 100'		5		
MAPPING NG		8		
PHOTOGRAPHING	82		4-20	4-20
POLAROIDING				
PACKING				
TOTAL				
	37-42	25	4-28	4-29

17-2  
2-3  
10

A large, dark, handwritten 'X' mark is drawn across the center of a yellowed, aged piece of paper. The paper has a mottled texture and some minor staining. The 'X' is formed by two intersecting diagonal lines that are slightly irregular in thickness, suggesting it was drawn with a pen or marker. The background is a uniform yellowish-brown color.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5370

ORDER NO. 11187

DATE 4-4-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER NORTH SIDE FED. SAVINGS & LOAN ASSN.  
CHICAGO, ILLINOIS

25 M STATEMENTS

SIZE

8 1/2 x 11

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full 5157 NORTH CLARK STREET AT FOSTER ..  
CHICAGO, ILL.

FRONT NO. NO R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*(Make red & blue  
impressions)*

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. D-5371 ORDER NO. 11556 DATE Apr. 6, 1938

CUSTOMER ALFRED R. MOSBY  
5230 HAVERFORD AVENUE  
PHILADELPHIA, PENNSYLVANIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO PROPERTY OF C. T. & CO.

2 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full "A SERVING CHURCH"

BOT: - WHITE ROCK BAPTIST CHURCH, 52ND AND ARCH  
STS. PHILADELPHIA, PA.

IN SMALL TYPE -- Photo by Mosby Phila., Pa.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

two small photos to go up on each side of  
church building

COLOR DESCRIPTION

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. D-5372

ORDER NO. 11197

DATE 3-5-1938

12 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES, SAME AS

TITLE (IN FULL) SOUVENIR FOLDER OF

IMPRINT ON D-4824

DULUTH, MINN. (ETC. AS PER COPY)

SAME AS ABOVE

Copyright 1938 by Curt Teich & Co., Inc.  
Chicago, U. S. A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE SAME VIEW & TITLE AS USED ON FRONT OF D-4824.

*use old negatives*

GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. D-5372

ORDER NO. 11197

DATE 4-5-1938

12 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) GREETINGS FROM DULUTH,  
MINNESOTA

IMPRINT MADE IN C.T. ART COLOORTONE (REG.  
U.S. PAT. OFF.) BY CURT TEICH & CO., INC.,  
CHICAGO, ILLINOIS

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 8A-H785.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,275

*16 back*  
*14 front*

*57*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5373 ORDER NO. 11558 DATE 4-7-1938

CUSTOMER EMMETT SHIELDS  
CHICAGO? ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATINE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

6-1/4

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5374 ORDER NO. 11558 DATE 4-7-1938

CUSTOMER EMMETT SHIELDS  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

I M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$   
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

STYLE PHOTO PLATIN WHITE BORDER  
(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

Photo used for proof

17  
X  
JUNE



**ADV. ORDER**

ORDER NO.11230

DATE 4-7-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER JOHN HASSALL, INC.

BROOKLYN, NEW YORK

12 M 500 DOUBLE PC. SIZE  $5\frac{1}{2}$  x 7

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate		Yes	No	Copyright in Plate		Yes	No
----------------	--	-----	----	--------------------	--	-----	----

Title in full JOHN HASSALL, INC., CLAY & OAKLAND STS.  
(ETC., AS PER COPY)

FRONT NO. spec.

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT : Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

### Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

### COLOR DESCRIPTION

SEE SKETCH ATTACHED.

OK

1000

Charge no.

EST. 1860

2

1994

HC /



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5376 ORDER No. 11227 DATE 4-7-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M500 CHINA WHITE SHEETS SIZE *6 1/2 x 2 1/2*

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SOUVENIR OF FISHERMAN'S MEMORIAL  
GLOUCESTER, MASS. SOUVENIR OF CINCINNATI, OHIO  
CAREW TOWER FOUNTAIN SQUARE COTTON CARNIVAL  
SOUVENIR OF STONE MT. NEAR ATLANTA, GA.  
SOUVENIR OF SAN FRANCISCO, CAL. COIT MEMORIAL

FRONT NO. NO (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

*make new Offsets*

MAKEOVER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*20 2 1/2*  
*6*  
*5 200*  
*3 1/2*  
*22*  
*24*

*#24*  
*#22*  
*#21*

*Re 1*

MAILED

MAY 5 1938

HC 1

*4*  
*2 1/2*  
*3*  
*1 1/2*  
*2*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5377 ORDER NO. 11236 DATE 4-7-1938

CUSTOMER EDGEWOOD HIGH SCHOOL  
MADISON, WISCONSIN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RESIDENCE BUILDING, EDGEWOOD JUNIOR  
COLLEGE AND HIGH SCHOOL, MADISON, WISCONSIN

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

27500—1-2-38

Rephoto 5x7  
Ret. 1

X  
5  
16



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. B-5378

ORDER NO. 11236

DATE 4-7-1938

DEPT.

DATE COMPLETED

CUSTOMER ~~Edgewood~~ EDGEWOOD HIGH SCHOOL  
MADISON, WISCONSIN

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

1 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE

PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full EDGEWOOD JUNIOR COLLEGE AND HIGH SCHOOL,  
MADISON, WISCONSIN

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

WE WANT GOOD CLEAR AND CLEAN CUT PICTURES.

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5379 ORDER NO. 11254 DATE 4-7-1938

CUSTOMER UNDERTAKERS SUPPLY COMPANY  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M BLOTTERS SIZE  $3\frac{1}{2} \times 6$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full I'LL MEET YOU FACE TO FACE SOON  
(ETC. AS PER COPY)

FRONT NO. NO R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

make red — preparation  
DK. Blue —

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Rephoto 519  
S.O. 2 1/2  
Ret. 8  
2-C 1 1/2  
Ret. 9 3/4

gpr



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. D-5380 ORDER NO. 11307 DATE 4-11-1938

CUSTOMER BACHARACH INDUSTRIAL INSTRUMENT CO.  
PITTSBURGH, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

25 M DOUBLE PLC. SIZE 7 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full A SIMPLIFIED PRESSURE INDICATOR  
(ETC., ASPER COPY)

FRONT NO. SPEC. (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

ELIMINATE THE COPY "DIRECT READING, CONVENIENT TO USE, ACCURATE AT ANY SPEED." INSERT IN ITS PLACE "APPROVED BY U.S. NAVY" MR. ULRICH HAS PLACED THESE WORDS JUST WHERE HE WANTS THEM TO APPEAR. TWO OF THE BACKGROUND COLOR CIRCLES ARE TO BE ELIMINATED. ELIMINATE THE TWO THAT I HAVE MARKED WITH AN X. THIS WILL MAKE THE REMAINING CIRCLE PANELS MUCH WIDER AND WILL ALLOW THE COLOR TO FADE OUT FROM A PALE GREEN TO AN IVORY OVER A MUCH WIDER AREA. THE LOWER LEFT CORNER SHOULD BE A SOLID AREA OF THE SAME SHADE OF GREEN FADING INTO IVORY AT THE FIRST CIRCLE. THE SHADE OF GREEN SHOULD BE CHANGED SLIGHTLY. MAKE IT THE SAME SHADE OF GREEN AS USED ON THE BELKE MFG. CARD. (ATTACHED) 6A-H308, AND HAVE THIS GREEN FADE INTO AN IVORY OF THE SAME SHADE AS USED ON THE ATTACHED DRAFT GAUGE CARD D-4857. MR. ULRICH WOULD ALSO LIKE TO KNOW IF IT WOULD LOOK GOOD TO HAVE THE BLACK TYPE AS SHOWN ON YOUR SKETCH TO APPEAR IN THE SAME SHADE OF BLUE AS THAT USED FOR THE TYPE MATTER ON HIS DRAFT GAUGE CARD. IF YOU THINK THIS WOULD IMPROVE THE CARD HAVE THE PROOF MADE UP WITH THIS BLUE INSTEAD OF BLACK. THE TYPE SHOWN IN RED ON THE SKETCH SHOULD BE KEPT RED.

make red improvement

1. Rephoto  
L.O. 2  
Ret. 9  
H.C. 14  
Last 9



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. **D-5381** ORDER NO. 11651 DATE 4-11-1938

CUSTOMER AMERICAN CASKET MFG. CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M PC

SIZE 3½ x 5½

STYLE PHOTO PLATIN, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HARDWOOD CASKET ~~XXXXXXXX~~ SPECIALISTS  
NO. 1500-153  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE SAME SHADED BACKGROUND EFFECT AS ON D-5113

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

APR 12 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. D-5382 ORDER NO. 11651 DATE 4-11-1938

CUSTOMER AMERICAN CASKET MFG. CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M PC

SIZE

3½ x 5½

STYLE PHOTO PLATIN, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HARDWOOD CASKET SPECIALISTS  
NO. 900-159

(ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE SAME SHADED BACKGROUND EFFECT AS ON

D-5113

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

NO. ON FRONT.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

APR 12 1938

ST.  
22



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5383 ORDER NO. 11656 DATE 4-11-1938

CUSTOMER F. L. WINSTON & CO., INC.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6<sup>M</sup> POST CARDS SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SEVEN THOUSAND SOUTH SHORE DRIVE HOTEL  
BOT-OVERLOOKING LAKE MICHIGAN, CHICAGO, ILL.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

1 Rephoto  
Ret. 12

AV



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. **D-5384** ORDER NO. **11318** DATE **4-12-1938**

CUSTOMER **VINETA HOTEL**  
**PALM BEACH, FLORIDA**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M CIRCULARS SIZE **10 1/2 x 6**

STYLE **ART COLORTONE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full **VINETA HOTEL - PALM BEACH, FLORIDA**  
(ETC., AS PER COPY)

FRONT NO. **NO** (All of this on address side) R. M. **Yes** No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

*use same color instructions contradict your  
are to be guided by instructions bearing most  
recent date*

*make OK. Blue impression*

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*26 3-  
Put # 20 1/2  
HC 6  
Put 39  
68 1/2 inch total*

*# 24  
# 25*

*Apr*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. D-5385 ORDER NO. 11328 DATE 4-12-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER OCEAN PLAZA HOTEL

MYRTLE BEACH, S. C.

25<sup>M</sup> CIRCULARS

SIZE

6 x 7

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE GARDNER HOTELS - S. P. GARDNER,  
PROP. MYRTLE BEACH, S. C. (ETC. AS PER COPY)

FRONT NO. NO (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Lay Out Map 8 1/2  
Ret. 6 1/2  
W.C. 2 1/2  
L.A. 7 1/2



UTAH PARKS CO.,  
CEDAR CITY, UTAH

NO. D-5386

ORDER NO. 11700

DATE 4-13-1938

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES same as

TITLE (IN FULL) BRYCE CANYON NATIONAL

IMPRINT NONE

PARK, UTAH

The Mormon Temple

Copyright 1938 by Curt Teich & Co.,  
Inc., Chicago, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

use 4AH308

USE NEW PHOTO. SEE TISSUE ATTACHED

NO. D-5386

ORDER NO. 11700

DATE 4-13-1938

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M. YES

TITLE (IN FULL) ~~XXXXXX~~

IMPRINT NAME MADE IN C.T.ART

BRYCE POINT, BRYCE CANYON  
NATIONAL PARK, UTAH

COLORTONE (REG. U.S. PAT. OFF.) ONLY  
BY CURT TEICH & CO., INC., CHICAGO,  
U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED

2AH223, 4AH419

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

*C. Teich & Co.*  
*for handling*  
*3 Photos*

*R*

LOCATION		EST. TIME		DATE	
Photo	Time Allowed	Photo	Time Allowed	Photo	Time Allowed
1. 1000-1100					
2. 1100-1200	5				
3. 1200-1300	9				
4. 1300-1400					
5. 1400-1500	8	6. 25	6. 25	6. 25	6. 25
6. 1500-1600					
7. 1600-1700					
8. 1700-1800	203	29			
9. 1800-1900	211				

703-12

211-10

29



UTAH PARKS CO.,  
CEDAR CITY, UTAH

NO D-5387

ORDER NO. 11702

DATE 4-13-1938

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. YES same as D147

TITLE (IN FULL) ZION NATIONAL PARK  
UTAH

IMPRINT NONE

The Great White Throne  
Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED

NO. D-5387

UTAH PARKS CO.,  
CEDAR CITY, UTAH

ORDER NO. 11702

DATE 4-13-1938

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE

R. M. YES

TITLE (IN FULL) MOUNTAIN OF THE SUN

IMPRINT

MADE IN C.T. ART COLO TONE  
(REG. U.S. PAT. OFF.) ONLY BY CURT  
TEICH & CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS PAT. NO. 1,287,778

APR 26 1938

OPERATION	EST. TIME	ACT. TIME	REMARKS
20	2		
4	5	426	
82	5-2	5-3	
31	1/2		
202	24	5-5	5-13

4 — 4 hrs

2

10 17 — 1

rest of

X



DATE 4-13-1938

UTAH PARKS CO.,  
CEDAR CITY, UTAH

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **NONE** R. M.

TITLE (IN FULL)      GRAND CANYON AND KAIBAB  
FOREST, ARIZONA

IMPRINT **NONE**

The Colorado River from Cape Royal

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S.A.

PHOTO PROPERTY OF CT

### COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED

NO. D-5388

ORDER NO. 11704

DATE 4-13-1938

UTAH PARKS CO.,  
CEDAR CITY, UTAH

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **NONE** R. M. **YES**

TITLE (IN FULL) **VIEW FROM GRAND CANYON  
LODGE**

IMPRINT **NONE**

MADE IN U.S. ART COLORED TONE (REG.  
U.S. PAT. OFF.) EX ONLY BY CURT  
TEICH & CO., INC., CHICAGO,

PHOTO PROPERTY OF CT

### COLOR DESCRIPTION

USE NEW PHOTO. SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,297,775

[illegible]

12 Front  
14 Back.

9- 1 1/2  
5- 4 1/2  
17



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5389 ORDER NO. 11379 DATE 4-15-1938

CUSTOMER G. HEILEMAN BREWING CO.  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12M 500 TRIPLE P.C. SIZE

10 1/2 x 5 1/2

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full G. HEILEMAN BREWING COMPANY  
(ETC., AS PER COPY)

FRONT NO. SPEC.

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE LAYOUT & INSTRUCTIONS ATTACHED.

make red impression

PHOTO RETURNED

TO

PHOTO USED FOR

26 3 1/2 = 10 - 1

Ret 5 1/2

HC 1 1/2

Hand 10

fine drawing for R. M. G. C. T.

# 24



DATE 4-20-1938

6	M	FOLDER COVERS	FRONT
---	---	---------------	-------

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LA CROSSE, WISCONSIN

FRONT: Mississippi River Boat  
passing through locks

COPYRIGHT 1938 BY CURT TEICH & CO., INC.  
CHICAGO, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **NO** R. M. **YES**

IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

USE NEW PHOTO

NO.D-5390

LA CROSSE DRUG CO., LA CROSSE, WISCONSIN

ORDER NO. 11423

DATE 4-20-1938

6 M FOLDER COVERS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

New bridge over Mississippi  
River

BACK

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C.T.ART COLORTONE  
(REG.U.S.PAT.OFF.) ONLY BY CURT  
TEICH & CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

### COLOR DESCRIPTION

USE NEW PHOTO.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS  PAT. NO. 1,797,775

	5		
2	10	5-9	5-9 50
8v		5-9	5-13 41
31	1 1/2	5-16	5-16-
211		5-17	5-20
203	25	5-19	5-20



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5391 ✓ ORDER NO. 11814 DATE 4-20-1938

CUSTOMER AMBROSIA CAKE BAKERY INC.  
JACKSONVILLE, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M LETTERHEADS SIZE

8 1/2 x 11

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AMBROSIA CAKE BAKERY, INC.

GREENSBORO, N. C. ETC. AS PER COPY

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

~~C-T~~ Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175  
S

COLOR DESCRIPTION

SEE SKETCH ATTACHED

make DK Blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

MAY 4 1938



GEO. RUSSELL, ROCHESTER, MINNESOTA

NO. <sup>5392</sup>~~D-5391~~

ORDER NO. 11818

DATE 4-20-1938

6 M GUIDE BOOK COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
ROCHESTER, MINNESOTA  
TITLE (IN FULL)

FRONT NO. NO R. M. YES  
IMPRINT NONE

FRONT: The Clinic

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, Ill.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

Use photo No. 4A-H380.

NO. <sup>5392</sup>~~D-5391~~

GEO. RUSSELL, ROCHESTER, MINN.

ORDER NO. 11818

DATE 4-20-1938

6 GUIDE BOOK COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) SOLDIERS' FIELD LOOKING EAST

IMPRINT MADE IN C.T. ART COLOR TONE  
(REG. U.S. PAT. OFF.) ONLY BY CURT TEICH  
& CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO NO. 4A-H1878.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

17-18  
2 42  
17

R

50- 6 3  
82 5-17 5-2547  
24 13 6-3/38



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5394 ORDER NO. 11480 DATE 4-21-1938

CUSTOMER ARTHUR VON SENDEN CO.  
316 FOURTH AVENUE  
PITTSBURG, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RACHEL MINE, RACHEL, W. VA., ON B. &  
O. RAILROAD

JONES COLLIERIES, INC.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer G. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

MAY 4 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. D-5396 ORDER NO. 11900 DATE 4-26-1938

CUSTOMER MRS. ADKINS CAFETERIA, INC.  
415 MAIN STREET  
LITTLE ROCK, ARK.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MRS. ADKINS CAFETERIA, FOODS THAT  
SATISFY ETC. AS PER COPY

FRONT NO. 5

(All of this on address side)

R. M. Yes No

to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

FOLLOW SKETCH ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

1 Rep photo

L.O.

1/2

Ret.

3



29 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. ~~11291~~ D-5397 ORDER NO. 11894 DATE 4-27-1938  
CUSTOMER L. G. ISAACSON CO. INC.  
ABERDEEN, WASHINGTON

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6M M DOUBLE POST CARD SIZE 5 1/2 x 7

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SKILSAW A MASTER PIECE PORTABLE  
ELECTRIC SAW  
(ETC AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

need  
s 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED

Make red impression  
" DK. Blue — " —

PHOTO RETURNED

TO

PHOTO USED FOR

L.O. 4 1/2  
Ret. 6  
H.C. 1 1/2  
Lat. 8

Apr



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5398 ORDER NO. 11895 DATE 4-27-1938

CUSTOMER SHADY REST TOURIST COURT  
NEW ORLEANS, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

4 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SHADY REST TOURIST COURT, NEW ORLEANS,  
LOUISIANA

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

very good Photo set  
6/2/38

PHOTO RETURNED

TO

PHOTO USED FOR

LO 7-27  
Ret. 2

Gpy



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5399 ✓ ORDER NO. 12088 DATE 4-27-1938

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 CHINA WHITE SIZE 6 views - 2 x 2 cc SHEETS

STYLE ART COLORTONE China White

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF DUNHAM, N.C. DUKE UNIVERSITY

CHAPEL SOUVENIR OF NEWARK, N.J. MILITARY PARK

DETROIT, MICH. U.S.A. WINDSOR, CANADA SOUVENIR OF THE

AMBASSADOR BRIDGE, SOUVENIR OF VICTORIA, B.C. CANADA

EMPRESS HOTEL SOUVENIR OF SOUTH BEND, IND. ERSKINE PARK

FRONT NO. NO (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

MAKEDOVER

F7DV

2003

15 1/2

M. O.

Optical Ref. Hens  
20 3/4

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5400 ORDER NO. 12103 DATE 4-28-1938

CUSTOMER JAMES C. CURTIS CASKET CO.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OR TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full JAMES C. CURTIS CASKET CO. — NO.  
1792 — CHICAGO, ILL.

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each — Size 5x7 — 8x10 — 10x12  
Prints each from — Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Panchromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DO CARD IN THE SAME MANNER AS CHGO. CASKET CARD ATTACHED, D-5113, FOR HIGHLIGHTS  
AND SHADOWS BUT WITHOUT WHITE BORDER LINE. CASKET TO BE PLACED ON CARD STRAIGHT ACROSS.  
NO PRINTING IN UPPER RIGHT HAND CORNER.

very Rush

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO



Colo. 11K

NO. D-5401

ROBBINS-TILLQUIST CO., SPOKANE, WASH.

ORDER NO. 11979

DATE 5-3-1938

12 1/2 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SOUVENIR ~~OF~~ OF  
BEAUTIFUL WASHINGTON

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT SAME AS ABOVE

Front: Fishing in a Washington Stream

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S.A.

PHOTO PROPERTY OF C. T. & Co.

COLOR DESCRIPTION

USE NEW PHOTO

NOD-5401

ROBBINS-TILLQUIST CO., SPOKANE, WASH.

ORDER NO. 11979

DATE 5-3-1938

12 1/2 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) INDIAN CAMP IN WASHINGTON

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT MADE IN C.T.ART COLORTONE (REG.  
U.S.PAT.OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C. T. & CO.

COLOR DESCRIPTION

USE SAME PHOTO AS USED ON BACK OF  
FOLDER D-4362

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ESTIMATE

OPERATION	EST. TIME	EST. COST	DATE
COMPOSING TYPE			
SETTING			
PROOFING			
PRINTING			
BLINDING			
ETCHING			
ENGRAVING			
HAND COLOR PROOF			
ARTIST RET.			

DATE ESTIMATE FORWARDED

10



R.

T.H.PAYNE CO., CHATTANOOGA, TENN.

NO. D-5402

ORDER NO. 12234

DATE 5-4-1938

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEWS OF RUBY FALLS, LOOKOUT  
MOUNTAIN CAVES AND LOOKOUT MOUNTAIN,  
CHATTANOOGA, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

Front: Entrance view to Lookout Mountain  
Caves

Copyright 1938 by Curt Teich & Co., Inc.,  
1938 PHOTO PROPERTY OF

COLOR DESCRIPTION

USE NEW PHOTO

NO. D-5402

T. H. PAYNE CO., CHATTANOOGA, TENN.

ORDER NO. 12234

DATE 5-4-1938

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOCASSIN BEND FROM LOOKOUT  
MOUNTAIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C.T.ART COLORTONE (REG.  
US.PAT.OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE SAME PHOTO AS ON BACK OF COVER D-4275.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,778

ESTIMATE

OPERATION	EST. TIME	EST. COST	EST. DATE
	Clock No. 1 2 3 4 5 6 7 8 9 10 11 12		
COMPOSING, TYPE & UP			
ETCH 50	5	5	
PROOFING	5	4	5-26
PHOTO LITHO			
ETCHING	82		6-3
ENGRAVING			6-7
HAND COLOR PROOF			
ARTIST	40	27	6/10/38
REVIEWED			6/10/38
APPROVED			
DATE			
BY			



21

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
 RETURN PHOTO YES NO

DIAL No. D-5403 ORDER NO. 12503 DATE May 4, 1938

 CUSTOMER OAKS SPECIALTY COMPANY  
 663 W. WASHINGTON STREET  
 CHICAGO, ILLINOIS

 DEPT.  
 RETOUCHING  
 ENGRAVING  
 PHOTO LITHO  
 COMPOSING  
 LITHO ART

DATE COMPLETED

 Photos for  
 this Customer

 12<sup>1</sup>/<sub>2</sub> M PICTURES SIZE 2 5/8 X 2 5/8

STYLE Art COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NO TITLE

FRONT NO. NO

(All of this on address side)

 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

 Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
 Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black &amp; White Proof. Titles—Red, Blue

 Screen 120  
 133  
 150  
 175

RETOUCH WATERFALL TO MAKE MORE NATURAL

MAKE WATER LILIES NATURAL

## COLOR DESCRIPTION

RED BRICK WALL AT "A"

CHAIRS SAME AS ON CARD 7A-H3968. CHAIR COVERS GREEN.

GREY ROCKS, GREEN GRASS.

PHOTO RETURNED

TO

PHOTO USED FOR

Rephoto 5x7

1

1

Lat. 6

J. W.

Very Rush

4



NO. D-5404

ALLGIRE'S DRUG STORE, MUSKEGON, MICH.

ORDER NO. 12258

DATE 5-5-1938

6 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MUSKEGON, MICHIGAN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT NONE

Front; Memorial Park Fountain, Night Display

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S. A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1471

NO. D-5404

ALLGIRE'S DRUG STORE, MUSKEGON, MICH.

ORDER NO. 12258

DATE 5-5-1938

6 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PICTURESQUE SCENIC HIGHWAY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1487

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5405 ORDER 12289

DATE 5-9-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER H.B. GRAVES CO., INC.,  
ROCHESTER, NEW YORK

Photos for  
this Customer

50 M CIRCULARS SIZE 9 x 17½ FOLDED 6 x 3½ STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AS COPY

FRONT NO. NO

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue

need  
120  
133  
150  
175  
scissors

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED. SEE LAYOUT ATTACHED.

red impression  
DK. Blue

Photo Retouched  
12/15/48  
det

Revised

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



## ADV. ORDER

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ~~FOOT~~ FORD METER BOX CO.  
WABASH, INDIANA

12 M 500 DOUBLE P.C. SIZE ~~X3/4 X 1/2~~ 5 1/2 x 7

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate	Yes	No	Copyright in Plate	Yes	No
----------------	-----	----	--------------------	-----	----

Title in full    **READY FOR YOU NOW... OUR NEW CATALOG**

NO. 38 (ETC. AS PER COPY)

FRONT NO. NO

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark	Yes	No
------------	-----	----

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

### Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

(Blue Print) — Handcolor — Black & White

Side Table

### COLOR DESCRIPTION

SEE SKETCH ATTACHED.

make DK. Blue impression  
make red impression

PHOTO RETURNED

To

PHOTO USED FOR

## CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

ON

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. D-5407 ORDER NO. 12546

DATE 5-6-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER GLENWOOD INN

LAKE PLACID, NEW YORK

2 M POST CARDS

SIZE

3 1/8 x 5 1/8

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full GLENWOOD INN, LAKE PLACID, N.Y. LOCATED  
IN THE PINES

*in plate in 2-3 lines*

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint Yes No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

HOUSE IS WHITE WITH GREEN TRIM

*Handwritten signature*

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Photo straighten*

*Ret. ✓*

*Handwritten signature*

*Handwritten signature*

MAY 10 1938

*Handwritten mark*

5



NO. D-5408

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 12549

DATE 5-7-1939

25M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) DESERT SCENES OF CALIFORNIA  
THE LAND OF ENCHANTMENT

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE SAME PHOTO AS ON COVER D-3195

NO. D-5408

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.

ORDER NO. 12549

DATE 5-7-1938

25 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) NO TITLE

IMPRINT

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE SAME PHOTO AS ON BACK OF COVER D-3195

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

5x7

15-22 1/2  
15-22 1/2  
30

ESTIMATE			
OPERATION	EST. TIME	EST. COST	EST. PROFIT
PRINTING	3	17-1 1/2	
REPRODUCTION	5	3	
PHOTO-LITHO	12	5-31	
ETCHING			
HAND COLOR PROOF			
TOTAL	30		

DATE ORDERED

DATE PAID

very rush

X



Straiten 8x10

THOMAS R. WEST, MIAMI, FLA.

NO. D-5409

ORDER NO. 12341

DATE 5-9-1938

25 M DOUBLE POST CARDS 3 1/2 x 11 ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RODNEY BUNDINE STADIUM,  
MIAMI, FLA.

in sky

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

3¢  
POSTAGE  
1 1/2¢  
IN UNSEALED  
ENVELOPE

in stamp fac

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLORS: GRANDSTAND SEATS BATTLESHIP GRAY. LIGHT GOALPOSTS. SCORE BOARD RED WITH  
RED PART OF CIRCLE A INDICATED

TAKE OUT ORANGE BOWL AND CENTER IT AGAIN. TAKE OUT NUMBERS ON SIDE  
LINES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,273

MAKEOVER

Charge to L.V. Dept.

1. Job No. 1000  
2. Job No. 1000  
3. Job No. 1000  
4. Job No. 1000  
5. Job No. 1000  
6. Job No. 1000  
7. Job No. 1000  
8. Job No. 1000  
9. Job No. 1000  
10. Job No. 1000

HC Car 1 1/2

ESTIMATE

DESCRIPTION	EST. TIME	DATE	DATE
1. Job No. 1000	5	8	5
2. Job No. 1000	5	12	5
3. Job No. 1000	5	26	5
4. Job No. 1000	5	26	5
5. Job No. 1000	5	26	5
6. Job No. 1000	5	26	5
7. Job No. 1000	5	26	5
8. Job No. 1000	5	26	5
9. Job No. 1000	5	26	5
10. Job No. 1000	5	26	5

MAKEOVER

Charge to HC Car Dept.

1. Job No. 1000

DESCRIPTION	EST. TIME	DATE	DATE
1. Job No. 1000	5	8	5
2. Job No. 1000	5	12	5
3. Job No. 1000	5	26	5
4. Job No. 1000	5	26	5
5. Job No. 1000	5	26	5
6. Job No. 1000	5	26	5
7. Job No. 1000	5	26	5
8. Job No. 1000	5	26	5
9. Job No. 1000	5	26	5
10. Job No. 1000	5	26	5

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. D-5410 ORDER NO. 12554 DATE 5-9-1938

CUSTOMER WHITE FUEL CORP.  
BOSTON, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

50 M LETTERHEADS SIZE 8 1/2 x 11

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WHITE FUEL CORPORATION (ETC., AS PER COPY)

FRONT NO. (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

RETURN PHOTO YES NO

PHOTO USED FOR

MAKEOVER

Photo Litho

MAKEOVER

Change to Adr

1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

2,500—1-2-38

RETOUCHING	
PHOTO LITHO	1
COMPOSING	
ART D. HC	1/4
ENGRAVING	

RETOUCHING	1/2	Time Required in Case Dark
PHOTO LITHO	1	
COMPOSING		
ART D. HC		
ENGRAVING		



H.N. SHONKWILER, EXCLUSIVE DISTRIBUTOR, SPRINGFIELD, ILL.

NO. D-5411

ORDER NO. 12589

DATE 5-11-1938

25 M GUIDE BOOK COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SOUVENIR BOOK OF HISTORIC  
SPRINGFIELD, ILLINOIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

Copyright © 1938 by Curt Teich & Co.,  
Inc., Chicago, U.S.A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

Use photo no. 4A-H1961

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

NO. D-5411

H.N. SHONKWILER, EXCLUSIVE DISTRIBUTOR, SPRINGFIELD, ILL.

ORDER NO. 12589

DATE 5-11-1938

25 M GUIDE BOOK COVER

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN CLT. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE PHOTO NO. 5A-H1477

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Handwritten notes and numbers on the right side of the page, including "14", "4", "6-6", "6-13", "22", "12", and "6-22".



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5412 ORDER NO. 12603 DATE 5-11-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ST. FRANCIS HEALTH RESORT  
DE NVILLE, NEW JERSEY

3 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO ~~COLOR~~ PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ST. FRANCIS HEALTH RESORT -- DENVILLE,  
N. J.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

~~SAME LAYOUT AS PHOTO NO. D-3269~~

use new photo

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. ~~D-5413~~ D-5413

ORDER NO. 12386

DATE 5-11-1938

25 M LARGE FOLDER COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ST. PETERSBURG, FLA.  
"THE SUNSHINE CITY"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. YES

IMPRINT SAME AS ABOVE

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 8A-H1108. MAKE DAY SCENE. PUT IN A PELICAN IN FLIGHT AS  
SHOWN ON CUSTOMER'S SKETCH, IF IT CAN BE WORKED IN VERY GOOD.

GULF COAST CARD CO.  
ST. PETERSBURG, FLA.

NO. D-5413

ORDER NO. 12386

DATE 5-11-1938

5M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE HEART OF ST. PETERSBURG  
FROM THE AIR  
*in 2 lines*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NONE R. M. YES

IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE NEW PHOTO. SEE SAMPLE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

*Handwritten notes and stamps on the back of the card.*

EST. 1911  
MAY 31 1938  
12 5  
6 6-7  
82 6-7 6-9  
27 27 6 6-15  
27



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—

RETURN PHOTO  
YES  
NO

DIAL NO. D-5414

ORDER NO. 12412

DATE 5-11-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE SEACREST  
DELRAY BEACH, FLORIDA

12 M 500 CIRCULARS SIZE FRENCH FOLD 7 x 12

STYLE PHOTO PLATIN

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

THE SEACREST

etc. as per layout

FRONT NO. NO

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

2 3577

2 extra way for...

6 1/2

8 1/2

Mr. L.

17-1  
10-6 1/2



SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND, OHIO

NO. D-5415

ORDER NO. 12452

DATE 5-12-1938

25 M GUIDE BOOKS COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BEAUTIFUL CLEVELAND, OHIO  
"THE CITY OF INDUSTRY AND REFINEMENT"

Front: Public Square and Union Terminal  
Tower, Cleveland, Ohio

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, Ill.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 2A-H658. USE AIRBRUSH EFFECTS IN THE RAYS IN THE SKY.

NO.D-5415

SAPIRSTEIN GREETING CARD COMPANY, CLEVELAND, OHIO

ORDER NO. 12452

DATE 5-12-1938

25 M GUIDE BOOK COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM CLEVELAND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. YES

IMPRINT MADE IN C.T.ART COLORTONE (REG.  
U.S.PAT.OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE PHOTO NO. 6A-H704. USE DIFFERENT BACKGROUND THAN THE BLUE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,787,775

886171 NOV JUN 14 1938

29 14 6-21-38 6-22-38 F.V.



NO.D-5416

MINSKY BROS. &amp; CO. PUBLISHING DIVISION, PITTSBURGH, PA. ORDER NO. 11489

DATE 5-12-1938

## 25 M GUIDE BOOK COVERS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PITTSBURGH

HISTORIC "GATEWAY TO THE WEST"

(a) Minsky Bros. &amp; Co., Pittsburgh, Pa. PUBLISHING DIVISION.

COLOR DESCRIPTION

SEE DUMMY ATTACHED.

SUBMIT: RET. PHOTO B. L. &amp; W. PROOF HANDCOL PROOF YES RETURN PHOTO.

NO. D-5416

MINSKY BROS. &amp; CO. PUBLISHING DIVISION, PITTSBURGH, PA. ORDER NO. 11489

DATE 5-12-1938

## 25 M GUIDE BOOK COVERS

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PIONEER BROADCASTING STATION

ALLEGHENY COUNTY COURT HOUSE  
CATHEDRAL OF LEARNING, KOPPERS AND GULF  
BUILDINGS

COLOR DESCRIPTION

USE PHOTOS NOS. 7A-H2709 & 6A-H2135  
MAKE DAY VIEW OUT OF THEM.

SUBMIT: RET. PHOTO B. L. &amp; W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

COPY FORMS © PAT. NO. 1,797,775

M A P O V E R

Charge to

Dept.

EST. NO.

RETOUCHING

PHOTOGRAPH

COMP.

ART L.

ENGRAVING

Med in Cost Dept.

27

13

6-17

82

6-20

25-31

7-6



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5417 ORDER NO. 12489  
CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, NEW YORK

DATE 5-13-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 CHINA WHITE  
SHEETS

SIZE

2 x 2 each

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full WISCONSIN DELLS

SOUVENIR OF STATE COLLEGE, PA.  
SOUVENIR OF DENVER, COLO. STATE CAPITOL

WILL ROGERS SHRINE

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. NO (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

So. 11  
Re. 13 1/2  
3  
A - 25  
Sketch

U. O.  
Re. 31

MAKED OVER

Check to CUSTOMER

3

1

make new Offset



5x7

NO. D-5418

WALKER NEWS CO., DAYTONA BEACH, FLA.

ORDER NO. 13066

DATE 5-18-1938

12 M 500 LARGE FOLDER COVERS (ALL OF THIS ON THE PICTURE SIDE)		FRONT (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NO R. M. YES	
TITLE (IN FULL) FAMOUS DAYTONA BEACH, FLORIDA		IMPRINT SAME AS ABOVE	
Copyright 1938 by Curt Teich & Co., Inc., Chicago, U.S.A.		PHOTO PROPERTY OF C.T.	
COLOR DESCRIPTION			

USE PHOTO NO. 7A-H 20500

NO. D-5418

WALKER NEWS CO., DAYTONA BEACH, FLA.

ORDER NO. 13066

DATE 5-18-1938

12 M 500 LARGE FOLDER COVERS (ALL OF THIS ON THE PICTURE SIDE)		BACK (ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. NO R. M. YES	
TITLE (IN FULL) WATERFRONT PARK ON THE BEAUTIFUL HALIFAX RIVER		IMPRINT XXXXXXXXXX MADE IN C.T. ART COLORTONE (REG.U.S. PAT.OFF.) ONLY BY CURT TEICH & CO., INC., CHICAGO, U.S.A.	
COLOR DESCRIPTION		PHOTO PROPERTY OF C.T.	

USE PHOTO NO. 6A-H577

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE AND WORK SHEET

OPERATION	EST. TIME	
	Clock No.	Time Allow.
COMPOSING, TYPE UP		
ETCH 50		3
REDUCING		2
PHOTO-LITHO		
BLUEPRINT		
SHIPPING, OPAQUES	82	6-6
ENGRAVING		
HAND COLOR PROOF		
ARTIST PROOF		24

DATE OF ORDER 5-18-38  
DATE OF DELIVERY 5-24-38  
DATE OF RECEIPT 5-24-38  
DATE OF PAYMENT 5-24-38

12 - 210 = 15  
14 - 212 = 18 L-33  
24



5-7  
JR

SCHNOOR & FUCHS, PUT-IN-BAY, OHIO

NO. D-5419

ORDER NO. 12717

DATE 5-20-1938

6 M LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SOUVENIR FOLDER OF PUT-IN-BAY, OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO *Yes*

IMPRINT SAME AS ABOVE

Front: Night View, Perry Monument

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, Ill. U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE SAME PHOTO ~~AND MAY BE~~ USED ON FRONT OF COVER  
D-1015.

NO. D-5419

SCHNOOR & FUCHS, PUT-IN-BAY, OHIO

ORDER NO. 12717

DATE 5-20-1938

6 M LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~REPRODES~~ BIRD'S-EYE VIEW OF  
PUT-IN-BAY, OHIO, LOOKING EAST

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. NO R. M. NO

IMPRINT MADE BY CURT TEICH & CO., INC.,  
CHICAGO, U.S.A.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 8A252.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORM

Executive OK of Estimate

ESTIMATE

By

Date

MAY 31 1938

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE	
	Clock No.	Time Allowed	Commenced	Completed
COMPOSING, TYPE SET UP				
SKETCH <i>SO</i>		<i>4</i>		
RETOUCHING	<i>2</i>	<i>2</i>	<i>5-31</i>	<i>6-4-38</i>
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	<i>82</i>		<i>6-6</i>	<i>6-8-38</i>
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	<i>39</i>	<i>24</i>	<i>6-13</i>	<i>6-14</i>

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

X



BERNARD WILLING, IRVINGTON, VA.

NO. D-5420

ORDER NO. 13111

DATE 5-19-.938

1 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NORTHERN NECK MUTUAL FIRE  
ASS'N. OFFICE, IRVINGTON, VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,796,773

Executive C. of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 23 1938	MAY 23 1938
SKETCH				
RETOUCHING	56	2	5-23	5-25 H
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		5-26	5-26 H
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE HAND COLOR PROOF OK'D

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

M-

57  
69



BERNARD WILLING, IRVINGTON, VA.

NO. D-5421

ORDER NO. 13111

DATE 5-19-1938

1 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) A PORTION OF THE VIEW OF  
WATER FRONT, IRVINGTON, VA.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

By [Signature] ESTIMATE Cost Dept. [Signature]  
Date MAY 23 1938 (AND WORK SCHEDULE) Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 23 1938	MAY 23 1938
SKETCH				
RETOUCHING	54	1	5-27	5-27
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUEING	82		5-27	5-27 H.V.
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

69



BERNARD WILLING, IRVINGTON, VA.

NO. D-5422

ORDER NO. 13111

DATE 5-19-1938

1 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BAPTIST CHURCH, IRVINGTON,  
VA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRIN SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS PAT. NO. 1,297,778

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Order Estimate

By \_\_\_\_\_  
Date \_\_\_\_\_

## ESTIMATE AND WORK SCHEDULE

By \_\_\_\_\_  
Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 19 1938	MAY 22 1938
SKETCH				
RETOUCHING	M	1 1/2	5 - 23	5 - 26 50
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	82		5 - 26	5 - 26 49
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

Photo Returned to Customer \_\_\_\_\_

M - 12

5  
69



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5423

ORDER NO. 13166

DATE 5-20-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER HOTEL ROYALTON  
OCEAN CITY, MARYLAND

Photos for  
this Customer

4 M P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL ROYALTON - OCEAN CITY, MARYLAND

FRONT NO. 5

(All of this on address side)

R. M.

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

REMOVE PILING IN ~~XXXXXXXX~~ FRONT OF BOARDWALK.

COLOR DESCRIPTION

MAKEOVER

Adv.

Charge to Dept.

EST. MAY 25 1938

RETOUCHING

PHOTO LITHO

COMPOSING

LITHO ART

Time Recorded in Cust Dept.

Date

By

MAY 25 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. D-5424 ORDER N9205

DATE 5-23-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER C.J. SHOCKEY  
NAPOLEON, OHIO

I M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full 730 N. PERRY ST. - NAPOLEON, OHIO

BOT- C.J. SHOCKEY - D.H. SHOCKEY

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



SCHEMITT'S DRUG STORE, WOODSTOCK, VA.

NO. D-5425

ORDER NO. 13272

DATE 5-25-1938

3 M POST CARDS

C.T. PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~WHERE'S~~ A TIME TO PRAY AND  
A TIME TO FIGHT."

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT NONE

THE KNAPP CO.

PHOTO PROPERTY OF

c.t.

COLOR DESCRIPTION

USE PHOTO NO. R-93504.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,750,000

ESTIMATE

ESTIMATE

By

Date

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 27 1938	MAY 27 1938
SKETCH				
RETOUCHING	9	1	5-27	6-1-38
PHOTO-LITHO				
BLUEPRINT STRIPPING OPAQUING	83	29	6-1	
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D. DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

9

ST  
R.M. 80  
76



DALLAS POST CARD CO., DALLAS, TEXAS

NO. D-5426

ORDER NO. 13331

DATE 5-27-1938

25 M LARGE FOLDER COVERS

~~XXXX~~ FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) GREATER DALLAS, TEXAS

IMPRINT SAME AS ABOVE

SKYLINE

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, ~~III~~ U.S.A.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 8A-H1279.

NO. D-5426

DALLAS POST CARD CO., DALLAS, TEXAS

ORDER NO. 13331

DATE 5-27-1938

25 M LARGE FOLDER COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) BUSINESS DISTRICT FROM THE  
WEST, AND THE TRIPLE UNDERPASS

IMPRINT MADE IN C.T. ART COLORTONE  
(REG.U.S.PAT.OFF.) ONLY BY CURT TEICH &  
CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 8A-H241.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK *[Signature]* Estimate

ESTIMATE

By *[Signature]*

Date *[Signature]*

AND WORK SCHEDULE

By *[Signature]*

Date *[Signature]*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH		5		
RETOUCHING		1 1/2		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		6-16	6-17-38
ENGRAVING				
HAND COLOR PROOF	49	32	6/21/38	6/25/38
ARTIST DEPT.				7-5-38 F.W.

DATE BLUEPRINT ORD.

DATE Filed

By *[Signature]*

By *[Signature]*

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

13

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5427 ORDER NO. 13341 DATE 5-26-1938

CUSTOMER GERNHARDT & STROHMAIER CO.  
SAN FRANCISCO, CAL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M BLOTTERS

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE ~~WHITE BORDER~~ <sup>FULL FACE</sup>

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ~~STOVE PARTS FOR 10,000 DIFFERENT STOVES~~  
AND RANGES (ETC. AS PER COPY)

FRONT NO. NO (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

MAKEOVER

Charge to

ADV

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

HC 13/4



F. W. WOOLWORTH CO., SPRINGFIELD, MISSOURI

NO. D-5428

ORDER NO. 12857

DATE 5-31-1938

6 M LARGE FOLDER COVER

FRONT

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES same as D 528

TITLE (IN FULL) SOUVENIR OF SPRINGFIELD, MO.  
"THE HEART OF THE OZARKS"

IMPRINT EX NONE

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U. S. A.

PHOTO PROPERTY OF CURT TEICH & CO.

COLOR DESCRIPTION

USE PHOTO NO. 3A-H791

NO. D-5428

ORDER NO. 12857

DATE 5-31-1938

F. W. WOOLWORTH CO., SPRINGFIELD, MISSOURI

6 M LARGE FOLDER:COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NO R. M. YES

TITLE (IN FULL) DAM AND FALLS OF LAKE  
TANEYCOMO, SOUTH OF SPRINGFIELD, MO.

IMPRINT MADE IN U.S.A. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.  
CO., INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C. TEICH & CO.

COLOR DESCRIPTION

USE SAME PHOTO AS USED ON BACK OF COVER NO. D-568

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS PAT. NO. 1,297,776

Very

Rush

ESTIMATE AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH	2	4		
RETOUCHING	2	4	6-4	6-10-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12		6-10	6-10-38
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	215	24	June 13, 1938	June 16, 1938

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF

By

DATE Photo Returned to Customer

12 215  
12 217  
24

9-22

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5429 ORDER NO. 13360 DATE 5-31-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE TITCHFIELD PLISHAM HOTEL CO., LTD.  
PORT ANTONIO, JAMAICA, B.W.I.

2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~titik~~ TITCHFIELD HOTEL, — PORT ANTONIO,  
JAMAICA, B.W.I.

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

*Center of page*  
*Main U.S.A.*

RETOUCHING DEPARTMENT

Submit ☒ Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

NO. 2 ON COLOR CHART FOR ROOF OF BLDGS. #4 and/or #27 FOR SEA. #6 FOR BATHHOUSE AND  
SWIMMING POOL, EXTENDING OUT INTO THE SEA. 3 8 & 21, and 29 FOR FOLIAGE: 3 and 22 FOR  
SKY. LARGE MAIN BUILDING NO. 29, WITH AWNINGS NO. 6, AND DECORATIONS AND TRIMMINGS NO. 11.  
OTHER BUILDINGS NO. 11, FLAGS NO. 23. SEA-SHORE NO. 14.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5430 ORDER NO. 14085 DATE 6-22-1938

CUSTOMER STANTON'S NOVELTY CO.  
LAKE OZARK, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer.

3 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full KELLY'S ARROWHEAD LODGE HOTEL  
LAKE OZARK, MO. TWO MILES S.E. BAGNELL  
DAM - HIWAY 54 etc.  
*in plate*

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer *C.T. Imprint* No Imprint

RETOUCHING DEPARTMENT  
*Submit* — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
*Blue Print* — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

RETURN PHOTOGRAPH WHEN FINISHED.

*R*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL No. D-5431 ORDER NO 13383 DATE 5-31-1938  
CUSTOMER NEWPORT NEWS GENERAL --- HOSPITAL ASSN., INC.  
NEWPORT NEWS, VA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

5 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
~~Blue Print~~ — Handcolor — Black & White Proof. Titles—Red, Blue

TO

COLOR DESCRIPTION

*Return Photo*

PHOTO USED FOR

NO

YES

RETURN PHOTO

2,500—1-2-38

1938

Per 2

5  
12

ST  
may 30



5x7

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. D-5432 ORDER NO. 13384 DATE 6-7-1938

CUSTOMER ST. PETER'S EVANGELICAL LUTHERAN CHURCH  
FOREST PARK, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint, No Imprint  
PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

3

5-95



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5433 ORDER NO. 13393 DATE 5-31-1938

CUSTOMER L.R. KARL  
EL PASO, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

10 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ROYALTY BAR & CAFE - ONLY 3 BLOCKS FROM  
SANTA FE STREET BRIDGE

BOT-THE ONLY PLACE WHERE YOU WILL ALWAYS MEET  
YOUR FRIENDS.

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ C. T. Imprint

No Imprint

*Customer Sample Place Stamp Here*

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

TAKE OUT ALL LETTERING IN PHOTO.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5434 ORDER NO. 13394 DATE 5-31-1938

CUSTOMER ALEXANDRA CATTO  
HOTEL TUDOR  
NAHANT, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL TUDOR, NAHANT, MASS.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

negation 547  
Ref 3

Handwritten notes in red ink, including "111" and "30".

7-2  
4-1

X  
ST  
87



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

DIAL No. D-5435 ORDER NO. 12931 DATE 6-3-1938

CUSTOMER DIOCESAN CAMPS & CONFERENCES  
VADE MECUM CAMPS  
VADE MECUM, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full VADE MECUM CAMPS, VADE MECUM, NORTH  
CAROLINA

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. D-5436 ORDER NO. 12931 DATE 6-3-1938

CUSTOMER DIOCESAN CAMPS AND CONFERENCES  
VADE MECUM CAMPS  
VADE MECUM, NORTH CAROLINA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full VADE MECUM CAMPS, -VADE MECUM, NORTH  
CAROLINA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5437 ORDER NO. 12931 DATE 6-3-1938

CUSTOMER DIOCESAN CAMPS & CONFERENCES  
VADE MECUM CAMPS  
VADE MECUM, NORTH CAROLINA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full VADE MECUM CAMPS, VADE MECUM, NORTH  
CAROLINA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5438 ORDER NO. 12931 DATE 6-3-1938

CUSTOMER DIOCESAN CAMPS & CONFERENCES  
VADE MECUM CAMPS  
VADE MECUM, NORTH CAROLINA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

I M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full VADE MECUM CAMPS, VADE MECUM, NORTH  
CAROLINA

FRONT NO. 5 (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
☒ Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
☒ Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

2-500-1-2-38

9

88



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5439 ORDER NO. 12966 DATE 6-7-1938

CUSTOMER J. C. HECKLER, PROP.  
THE LOG CABINS  
PORT CLINTON, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BOR.

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE LOG CABINS ON LAKE ERIE,  
PORT CLINTON, OHIO  
AT THE BRIDGE ON ROUTE 2

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SHOW LAWN IN FOREGROUND.

SHOW CABINS CLEAR IN REAR RIGHT AND ON  
REAR LEFT CENTER.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

REMOVE WEEDS & SHOW SMOOTH LAWN

CUSTOMER PUTS UP TO YOU TO EXAMINE THIS PHOTO & DETERMINE IF YOU CAN MAKE A  
GOOD LOOKING CARD. IF SO PROCEED & SUBMIT PROOF IF NOT ADVISE HIM YOU CANNOT  
WORK FROM THIS PHOTO.

COLOR DESCRIPTION

LIGHT BROWN LOGS GREEN ROOFS.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL No. D-5440 ORDER NO. 12972 DATE June 8, 1938

CUSTOMER CUNNINGHAM MCHY. CORP.  
701 RICOU STREET  
SHREVEPORT? LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

3 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DRI - LUMBER TRIMMERS BY CUNNINGHAM  
ETC. AS PER SKETCH

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer E. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

SEE SKETCH ATTACHED EXCEPT FOR ILLUSTRATION  
OF MACHINE USE NEW PHOTO FOR THE MACH.

COLOR DESCRIPTION

*Photo ret 7/15/38*

PHOTO RETURNED

TO

PHOTO USED FOR

*1 Photo 5x7*

*2 1/2*

*2 1/2*

*Am*



BIENVENU

BIENENU PUBLISHING CO., ST. MARTINVILLE, LA.

NO. D-5441

ORDER NO. 13562

DATE 6-8-1938

1 M ~~WHITE~~ POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) EVANGELINE STATUE, ST.  
MARTINVILLE, LA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BE SHOW CARD IS MADE UP SO THAT IT SHOWS THE ENTIRE STATUE AND THE  
PLAQUE ON THE STATUE WORDING IS READABLE ON THE POST CARD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. *yes to*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING. TYPE SET UP				
SKETCH				
RETOUCHING	✓	2	6-13	6-20
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		6-30	7-1 4F
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

*odd key*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
RETURN PHOTO  
YES  
NO

DIAL No. B-5442

ORDER NO. 13611

DATE

6-10-1938

DEPT.

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER NORTH AMERICAN DIE WORKS  
NEW YORK, N.Y.

12 M500 CHINA WHITE  
SHEETS

SIZE

6 views 2 x 2 inch

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SOUVENIR OF CHARLESTON, S.C. — ST. PHILIPS  
GATEWAY, SOUVENIR OF NASHVILLE, TENN. — THE  
HERMITAGE, HOME OF PRESIDENT ANDREW JACKSON  
(ETC. AS PER COPY)

FRONT NO. NO

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout ON PHOTO 2A-H147, DISGUISE SUFFICIENTLY  
TO PREVENT IT'S EVER BEING RECOGNIZED, NOT ONLY  
IN COLORING, BUT IN RETOUCHING. IF PROPORTIONS  
PERMIT, VIEW SHOULD BE CROPPED IMMEDIATELY TO THE  
LEFT OF THE FIRST POST APPEARING ON THE RIGHT SIDE

OF THE VIEW, & ANY IDENTIFYING ARRANGEMENT OF FLOWERS, SUCH AS THE BLUE FLOWERS LYING ON THE  
CONCRETE STEPS, SHOULD EITHER BE ELIMINATED OR ALTERED BY RETOUCHING: THESE SAME INSTRUCTIONS  
APPLY TO THE CATALINA ISLAND SUBJECT.

COLOR DESCRIPTION

~~XXXXXX~~ SEE C.T. JR. ON BOTH AMBASSADOR AND CATALINA VIEWS.

VERY RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

4 required  
50-1  
JUL. 14<sup>th</sup>  
266-3  
A-25<sup>1</sup>/<sub>2</sub>  
12<sup>31</sup>/<sub>4</sub>  
10<sup>31</sup>/<sub>4</sub>  
25<sup>1</sup>/<sub>4</sub>



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5443 ORDER NO13614 DATE 6-10-1938

CUSTOMER FARMAN'S HOTEL  
LAKE ZURICH, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full LAKE ZURICH, ILL. ROUTE 22

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

DO NOT TAKE OUT WRITING ON PHOTOGRAPH.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



NO. D-5444

PUBLISHED EXCLUSIVELY FOR F. E. BELL, LEXINGTON, MICH. ORDER NO. 12997

DATE 6-11-1938

2 M POST CARDS		PHOTO PLATIN		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.		FRONT NO. I		R. M. NO	
TITLE (IN FULL) MAIN STREET, LEXINGTON, MICH. (THE SUNSHINE TOWN)		IMPRINT		SAME AS ABOVE	
COLOR DESCRIPTION		PHOTO PROPERTY OF		CUSTOMER	

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,796,779

Executive Order of Estimate

By \_\_\_\_\_ ESTIMATE AND WORK SCHEDULE By \_\_\_\_\_  
Date \_\_\_\_\_ Cost Dept. Checked \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1938	
SKETCH				
RETOUCHING	52	2	6-11	6-23
PHOTO-LITHO				
BLENDING	12		6-23	
STRIPPING, OPAQUEING				
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ DATE HAND COLOR PROOF OK'D. \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

7/20/38



NO. D-5445

DISTRIBUTED BY McCORMICK CO., PHOTOGRAPHERS, ORDER NO. 13633  
AMARILLO, TEXAS

DATE 6-13-1938

4 M POST CARDS

PHOTO PLATIN

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) WHEN THE "QUEEN OF THE XIT"  
PASSES BY!

IMPRINT SAME AS ABOVE

BOT-A TRADITION OF THE ANNUAL XIT  
COWBOY REUNION, DALHART, TEXAS  
SMALL TYPE: PHOTO 31159

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

CROP PHOTO ALL FOUR SIDES AS PER PENCIL MARKS ON PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

RECEIVED ON of Estimate

ESTIMATE

Cost 1.00/1.00

By JUN 17 1938 AND WORK SCHEDULE Date

OPERATION	EST. TIME Check No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 18 1938	JUN 18 1938
SKETCH			
RETOUCHING	2		
PHOTO-LITHO			
PRINTING, OPAQUING	12	6-22	6-22
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.			

DATE BLUEPRINT OF D DATE Filed 8/20/38

By

Photo Returned to Customer

51.  
103



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5446

ORDER NO. 14008

DATE June 14, 1938

DEPT.

DATE COMPLETED

CUSTOMER LERMAN'S RESTAURANT  
25 E. 7TH STREET  
CINCINNATI, OHIO

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN FULL FACE \$ 1.00

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full LERMAN'S RESTAURANT — 25 EAST 7TH STREET  
— CINCINNATI, OHIO

*in border at bottom*

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

NOTE IN THE ~~XXXXXX~~ PENCIL CIRCLE DRAWN ON THE  
TISSUE THE EDGE OF THE TABLE AND CHAIR IS TO BE  
REMOVED. AND WHILE THIS IS BEING DONE REMOVE THE  
FEW SPOTS ON THE FLOOR RIGHT IN THE FRONT OF  
THE PICTURES.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5447 ORDER NO. 13757 DATE 6-22-1938

CUSTOMER BLACKHEAD MOUNTAIN FARM  
ROUD TOP, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 CIRCULARS

SIZE

6 x 7

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BLACKHEAD MOUNTAIN FARM "IN THE  
HEART OF THE CATSKILLS" (ETC. AS PER COPY)

FRONT NO. (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

~~Submit~~ Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PUT ORANGE & GREEN AWNING ON THE WINDOWS. SEE SKETCH ATTACHED.

make DK Blue impression  
Red

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5448 ORDER NO. 4050 V DATE 6-16-1938

CUSTOMER CURT TEICH & CO., INC.  
CHICAGO, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 MDOUBLE P.C.

SIZE

3 1/2 x 11

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full COLOR CHART (ETC.)

FRONT NO.

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT AND INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5449

ORDER NO. 3802

DATE

6-17-1938

DEPT.

RETOUCHING

ENGRAVING

PHOTO LITHO

COMPOSING

LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HILL TOP INN

FLEMINGTON, N.J.

6 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

HILLTOP RESTAURANT - U.S. NO. 202 AND

N.J. NO. 29 - FLEMINGTON, NEW JERSEY

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

THE PHOTO SHOWS THE OPEN COUNTER AS BEING  
VERY DARK - LIGHTEN THIS SECTION OF THE  
BLDG.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

ADV.

Change to

EST. Makover Time Required

	TIME	Time Recorded to Cost Data
RETOUCHING	1	
ENGRAVING	1	
PHOTO LITHO		
COMPOSING		
LITHO ART		

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

2,500—1-2-38



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5450 ORDER NO. 13804 DATE 6-17-1938

CUSTOMER A. J. HUTNER & CO.  
ABERDEEN, MARYLAND

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

5 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HUTNER'S RESTAURANT AND HOTEL -  
ABERDEEN, MD.-ROUTE 40

FRONT NO. 5

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint ☒ No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

TRIM OR BLOCK OUT THE PICTURE TO ELIMINATE  
THE HOUSE ON THE ~~LEFT~~ RIGHT

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

DIAL No. D-5451 ORDER NO. 14086 DATE 6-22-1938

CUSTOMER H. J. LAWRENZ  
NORTH SHORE CABINS  
STORM LAKE, IOWA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE 3½ x 5½

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full NORTH SHORE CABINS  
BOT — U. S. HIGHWAY 71 AND IOWA 5 —  
STORM LAKE, IOWA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE PENCIL SKETCH ATTACHED

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5452 ORDER NO. 14092 DATE 6-22-1938

CUSTOMER BUSCHS GROVE  
9160 CLAYTON ROAD  
CLAYTON, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO PLATIN WHITE BORDER

PLACE OF TITLE: Upper, ~~Lower~~, ~~Center~~ Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ☒ THE PINE ROOM — BUSCH'S GROVE

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer ☒ C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

MAKEOVER

Charge to Pet Dept.

LST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING		
ENGRAVING	1	
COMPOSING		
ART DEPT.		
ENGRAVING		

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret. ✓*

*Am*

109



WEINER NEWS COMPANY, SAN ANTONIO, TEXAS

NO. D-5453

ORDER NO. 13882

DATE 6-22-1938

12 M 500 LARGE FOLDER COVERS FRONT

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HISTORICAL TEXAS VIEWS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M. YES  
IMPRINT SAME AS ABOVE

Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, ILL., U.S.A.

PHOTO PROPERTY OF c.t.

COLOR DESCRIPTION

*strip in Neg*

WEINER NEWS COMPANY, SAN ANTONIO, TEXAS

NO. D-5453

ORDER NO. 13882

DATE 6-22-1938

12 M 500 LARGE FOLDER COVERS BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) THE STATE CAPITOL, AUSTIN,  
TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M. YES  
IMPRINT MADE IN C.T. ART COLORTONE (REG. U.S.  
PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE SAME VIEW AS USED ON BACK OF D-4158.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

*very much*

By *[Signature]*  
Date JUL 7 1938

# ESTIMATE AND WORK SCHEDULE

By *[Signature]*  
Date *[Signature]*

OPERATION	EST. TIME		DATE	REMARKS
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH		7		
RETOUCHING	7	6	7-11-38	
PHOTO LITHO				
ENCRAVING	8V		7-13	
HAND COLOR PROOF				
ARTIST DEPT.	25	15		

DATE BLUEPRINT ORD \_\_\_\_\_ DATE FILED \_\_\_\_\_

DATE PHOTO COLOR PROOF ORD \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5454 ORDER NO. 13877 DATE 6-21-1938

CUSTOMER CAMERON'S RESTAURANT  
GLOUCESTER, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M POST CARDS

SIZE

3 1/8 x 5 1/8

STYLE PHOTO PLATIN FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5455 ORDER NO. 14095 DATE 6-22-1938

CUSTOMER WARSAW BREWING CORP.  
WARSAW, ILLINOIS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M CURCULARS SIZE 11 X 17

STYLE PHOTO PLATIN FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WARSAW BREWING CORP., WARSAW, ILL.  
ETC. AS PER COPY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout FADE OUT THE PICTURE ON THE SIDES  
AS THAT IT HAS AN ATTRACTIVE APPEARANCE  
& INCLUDE THE COPY AND PICTURES OF BEER  
BOTTLE AS APPEARING ON DUMMY LAYOUT. DIS-  
REGARD THE PLACE FOR DISTRIBUTORS NAME &  
LINE BORDERING, THAT SPACE IS TO BE TOTALLY

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

BLANK. NOE THAT ALL PICTURES HAVE BEEN GIVEN A LETTER IN THE ALPHABET & THAT THE  
COPY TO APPEAR UNDER EACH HAS BEEN GIVEN A CORRESPONDING LETTER. THE MAIN STORY  
COPY HAS BEEN LABELED 1, 2, 3, 4, 5 & MARKED ACCORDINGLY ON DUMMY LAYOUT. PLEASE  
FOLLOW AS CLOSELY AS POSSIBLE. IF POSSIBLE USE TYPE THAT IS CHECKED ON PAGE 41  
OF ATLAS COPPER & BRASS CATALOGUE.

COLOR DESCRIPTION

Rush!

Must have proof  
Tuesday June 28th

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

NO. D-5456

ORDER NO. 13911

DATE 6-23-1938

12 M 500 GUIDE BOOK COVERS

FRONT

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) HISTORIC OLD SAINT AUGUSTINE,  
FLA. OLDEST CITY IN THE UNITED STATES  
FRONT: Watch Tower, Castle San Marcos  
National Monument  
Copyright 1938 by Curt Teich & Co., Inc.,  
Chicago, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO 5A-H721. TAKE OUT FLAG AND POLE.

DUVAL NEWS COMPANY, JACKSONVILLE, FLA.

NO. D-5456

ORDER NO. 13911

DATE 6-23-1938

12 M 500 GUIDE BOOK COVERS

BACK

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) OLDEST HOUSE, ST. FRANCIS  
STREET, ST. AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. NO R. M. YES  
IMPRINT MADE IN C.T. ART COLORTONE (REG.  
U.S. PAT. OFF.) ONLY BY CURT TEICH & CO.,  
INC., CHICAGO, U.S.A.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO 5A-H706.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,778

5X7 map  
8 p. 11/2

com 6  
map 5  
p. 1  
A. 11/2

ESTIMATE		AND WORK SCHEDULE	
OPERATION	EST. TIME	DATE	DATE
	Check No. Time Allowed	ENTRANCE DEPT.	COMPLETION
COMPOSING, TYPE SET UP			
SKETCH	11		
RETOUCHING	17 1	7-18	8-18
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	8-16	8-18
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.	24 11/2		8-26-38

DATE BLUEPRINT OK'D

DATE HAND COLOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5457

ORDER NO. 14176

DATE 6-24-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

10  
Photos for  
this Customer

CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

2 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full <sup>TOP</sup> CROSSETT WATZEL GATES INDUSTRIES

BOT-MAIN BUILDING, CROSSETT PAPER MILLS,  
CROSSETT, ARKANSAS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PAINT OUT TRACTOR AND SCRAPER IN  
CENTER DISTANCE AND WOODEN "HORSES" IN RIGHT  
DISTANCE. SMOOTH OUT FOREGROUND

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

need  
120  
133  
150  
175  
Screens

"ORANGE RED"

COLOR DESCRIPTION

BUILDING WALLS: RED. WINDOWS: GREY OR WHITE. SMOKESTANKS ON BUILDING, WATER TANK: BROWN.  
BALANCE: GREY.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

H.C.P. 1

27 L.F. 2 3/4

115



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5458 ORDER NO. 14176 DATE 6-24-1938

CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

10  
Photos for  
this Customer

2 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE

PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROSSETT WATZKE GATES INDUSTRIES

BOT-WOOD DISTILLATION PLANT, CROSSETT, ARKANSAS

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PAINT OUT TRACK AND LITTER IN FOREGROUND

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

ORANGE-RED. TRUCKS ON TANK CARS: RED. STRUCTURES SUPPORTING STORAGE TANKS: BROWN.

BUILDING TANKS, GROUND, ETC.? GREY.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

3  
H.C.P. 3/4

24 L.A. 2 1/4

#24

115



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5459 ORDER NO. 14176 DATE 6-24-1938

CUSTOMER FORDYCE-CROSSETT SALES COMPANY  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

10  
Photos for  
this Customer

2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in Plate ☒ CROSSETT WATZEL GATES INDUSTRIES

BOT; -LUMBER AWAITING ITS SEASONING PERIOD IN THE  
DRY KILNS, CROSSETT, ARKANSAS,

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ T. Imprint No Imprint

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

PAINT OUT WHITE STREAKS ON KILN CHIMNEYS.

COLOR DESCRIPTION

GREENISH-BLACK. ARCHES ON FRONT OF KILNS: BLACK. KILN ROOFS AND CHIMNEYS: BROWN. LUMBER:  
TAN. TANK, SKY, ETC.? GREY. /

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

H.C.P. 1  
L.A. 2 1/4

115



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5460 ORDER NO. 14176 DATE 6-24-1938

CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

10  
Photos for  
this Customer

2 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full <sup>P</sup> CROSSETT WATZEK GATES INDUSTRIES

~~BOT-WHERE~~ ROYAL OAK FLOORING IS MADE AT CROSSETT,  
ARKANSAS

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SMOOTH UP FOREGROUND.

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

ORANGE-RED.  
BUILDING: GREY. ROOF: BROWN. BLOWER & CONVEYOR PIPES: RED. LUMBER STACKED ON RUNWAYS: BROWN.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2  
H.C.D. 1  
L.H. 2 1/2

#24

115



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. D-5461 ORDER NO. 14176 DATE 6-24-1938  
CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

10  
Photos for  
this Customer

2 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE

PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROSSETT WATZEK GATES INDUSTRIES

BOT-NATURE'S CONTRIBUTION TO HARDWOOD PRODUCTS,  
CROSSETT, ARKANSAS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PAINT OUT LITTER AROUND BASE OF TREE IN LEFT  
FOREGROUND AND OMIT THE ENTIRE TREE ON THE EXTREME  
LEFT,

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FIVE TREE TRUNKS IN FOREGROUND: BROWN. FOLIAGE: TAN AND BUFF. GROUND: TAN.

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. D-5462 ORDER NO. 14176 DATE 6-24-1938

CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

10  
Photos for  
this Customer

2 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROSSETT WATZEK GATES INDUSTRIES

BOT-"WOLMANIZED" (TREATED) ~~IRON~~ FENCE POSTS, READY  
FOR SHIPMENT, CROSSETT, ARKANSAS

(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SMOOTH UP FOREGROUND, TRACK TIES AND EDGE OF PLANK  
RUNWAYS, EXTREME RIGHT, /

Negative — Line — Halftone — Combination. need 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

GREENISH-BLACK. SHED ROOFS: BLACK. FOREST BACKGROUND: TAN WITH FOLIAGE SHADOWS, BLACK.

POSTS (STOCK) BUFF. GROUND: TAN. SKY: BUFF.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

28

H.C.D. 3/4

L.A. 2 1/4

57  
115



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL No. D-5463 ORDER NO. 14176 DATE 6-28-1938

CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CROSSETT WATZEL GATES INDUSTRIES  
BOT-IN THE HEART OF AN ARKANSAS SOFT PINE FOREST  
CROSSETT, ARKANSAS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

TREE TRUNKS: BROWN. GROUND: TAN. FOLIAGE: BUFF. SHADOWS: BLACK.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Del 1  
H.C.P. 3/4  
L.A. 2 1/2

JUN 30 1938

120 Y.B.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. D-5464 ORDER NO. 14176 DATE 6-28-1938  
CUSTOMER FORDYCE-CROSSETT SALES CO.  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE

PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROSSETT WATZEK GATES INDUSTRIES  
BOT-OAK FLOORING PLANT, SAW AND PLANING MILL,  
"WOLMANIZED" POLES, FORDYCE, ARKANSAS

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BUILDING ROOFS: BROWN. BUILDING WALLS: GREY. TANKS & SMOKE STACK: GREY ON REVERSE WHITE.  
POLES: TAN. SHADOWS: BLACK. SKY: BUFF.

PHOTO RETURNED

TO

PHOTO USED FOR

27  
H.C.P. 1  
L.A. 2 1/4

JUN 30 1938

120



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5465 ORDER NO. 14176 DATE 6-28-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER **FORDYCE-CROSSETT SALES CO.**  
**CROSSETT, ARKANSAS**

Photos for  
this Customer

2 MPOST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR WHITE BORDER

PLACE OF TITLE Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **CROSSETT WATZEK GATES INDUSTRIES**

**BOT-MODERN FAN CIRCULATING DRY KILNS, FOR CORRECT  
SEASONING OF "WOLMANIZED" POSTS:—AMERICAN LUMBER  
& TREATING COMPANY PLANT, FORDYCE, ARKANSAS**

FRONT NO. **5** (All of this on address side)  
R. M. Yes ☒ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BRICK WALLS: RED. DOORS & STAIRS: GREY. TANKS & STACKS: GREY. ROOF: BROWN. CYLINDER CAR:  
RIGHT: RED. FOREGROUND & TRACKS: REDDISH GREY.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

JUN 30 1938

ST.  
120



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. D-5466 ✓ ORDER NO. 14176 DATE July 9, 1938

CUSTOMER FORDYCE-CROSSETT SALES COMPANY  
CROSSETT, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

2 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO VARICOLOR. WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP. HARDWOOD SAWMILL AND POWER PLANT,  
CROSSETT, ARKANSAS

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

TOP. CROSSETT WATZKE GATES INDUSTRIES

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PAINT OUT STRUCTURE AND GRASS EXTREME RIGHT  
FOREGROUND. SMOOTH OUT SHORE LINE OF POND.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

ORANGE RED. BUILDING WALLS....GREY. CHIMNEY...WHITE. BURNER...DARK GREEN. ROOFS : LOGS...  
BROWN. LOG LOADER : TRANSMISSION WIRE TOWER....RED. POND, ETC...I. NEUTRAL

*Russell*

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 2  
H.C. 1/2  
L.A. 2 1/4

JUL 12 1938

134